

Cost Savings is Paramount

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Lynchburg, Virginia Liberal Arts Institution

Liberty University: Heroes At Work!

University Print Shop is driving force behind printing and finishing demands of 16 colleges and schools.

The Liberty University Print Shop supports marketing and recruiting efforts for Liberty University, a liberal arts institution with 16 colleges and schools. Liberty offers programs in fields such as medicine, religion, law, aviation, cinematic arts, psychology, business, and more. Located in Lynchburg, Virginia, the University offers more than 200 undergraduate and graduate residential programs in world-class facilities.

Start-up Operation Takes Shape

The University Print Shop produces a wide range of materials including perfect bound and saddle-stitched booklets as well as folded brochures, event materials and signage using an HP Indigo 7800 digital color press and an HP Scitex FB 500 large format press. The shop has a full bindery that includes key pieces of Standard Horizon finishing equipment to handle the heavy and varied workload. A Standard Horizon StitchLiner 5500 Saddlestitcher with HOF-400 Sheet Feeder processes digitally collated output from the HP presses into professionally finished booklets, while a BQ-270V Perfect Binder with HT-30 Three-side Trimmer is used to achieve high-quality on-demand production of variable thickness books. The operation also includes a fully-automated AFC-566FG Folder and RD-3346 Rotary Die Cutter.

"We are a brand-new start-up operation," says Bob Boyer, Senior Director of Fulfillment, Postal Services, Print Shop, and Warehousing, "so we had the luxury of designing a solution without having to consider a legacy installation. Marketing's printing needs demanded more control and flexibility in the printing process, which was previously outsourced. We determined that an in-house operation would deliver cost reduction, more control and the ability to incorporate variable imaging into our marketing materials."

In designing the system, Boyer and his team evaluated several digital press solutions in an RFP process. "HP Indigo and the HP team offered the best fit for our current needs, with opportunities for expanded capacity in the future," he adds.



The Liberty University Print Shop supports the institution's marketing and recruiting efforts with a full suite of Standard Horizon equipment along with two HP presses. The management team (L to R): Ronnie Young, Project Manager, Print Shop; Danny Horsley, Print Shop Manager; and Bob Boyer, Senior Director of Fulfillment, Postal Services, Print Shop, and Warehousing.

In making the final bindery decisions, Boyer, along with Danny Horsley, Print Shop Manager, and John Fleming, President of local Standard dealer, Consolidated Marketing, traveled to Boston to visit the Standard Finishing showroom. "We were very pleased with what we saw," Boyer reports. "We saw a great deal of potential for meeting our current and future needs, and the training facility is very impressive. With the configuration we

selected, we have plenty of capacity, even if we choose to add another digital press."

The Liberty team was impressed by the durability of the equipment as compared to some other brands they

considered, as well as the ability to automate the finishing process. "I come from a traditional print background," Boyer explains, "where it could take the better part of a day to set up a stitcher. Our setup on the Standard Horizon StitchLiner is already so much more efficient, and we will reduce that to less than five minutes when we implement HP's Direct2Finish solution. If you don't need to add a stitch head or put a center

cut knife in, you just scan a barcode and push start!"

Horsley adds, "We also had the benefit of our marketing department providing us with samples of all of the established pieces we would be expected to produce. Standard Finishing was the only one that could deliver the commercial quality we had been getting from outside vendors. And visiting the Standard Finishing showroom was like being a kid in a candy store!"

Controlling Costs and Delivering Unmatched Results

The Liberty University Print Shop operates as a cost savings department. "We have first right of refusal on work from the marketing department," Boyer says, "and as jobs come up for redesign, the parameters of what we can produce will be considered so that as much work as possible remains in-house."

Boyer reports that since the equipment was installed in December of 2014, the department has been able to deliver significant savings on work previously outsourced. The shop has also been able to deliver against requirements that would have been impossible for an outside vendor. He cites one case in particular, saying, "We host a 'College for a Weekend' event

where students considering Liberty stay on campus for the weekend, getting a real feel for what student life is like here as they make their decision. In March, 4,000 people signed up for the event, but 5,000 showed up and we didn't have enough materials for everyone. We had already closed the print shop for the weekend and were on our way home when we got a panicked call. In three hours,

we were able to deliver 1,000 each of 20-page CD-sized itinerary books, 4.25" x 5.5" class schedules, a 6.25" x 9.5" 8-page booklet, and 11" x 17" campus maps folded to 8.5" x 5.5", all in color. We used the HP Indigo, the StitchLiner and the folder to accomplish this, and it made us look like heroes! There is no way we would have been able to meet this need without the HP Indigo and our Standard Finishing solutions. While no one likes emergencies, especially on a Friday evening, it is rewarding to be able to respond the way we did. It was a great test of the capabilities and proved that we made the right decision."

Finishing Technicians Robbie Young (L) and Jesse Griffiths (R) rely on the quick setup of the Standard Horizon StitchLiner Saddlestitcher to deliver upon the University's most critical deadlines.

