

Our Mission

The World Bank's mission is to reduce global poverty through education, sustainability, low-interest lending, research, and policy advice. Its Printing & Multimedia Services operation is dedicated to this mission, acting as a commercial print shop to the institution. At right, Marlon Hyde stands beside the new Standard equipment.



(L to R) Operator Carl Amt keys in a job at the in-line AFC Folder. Les Barker shows a finished sample to a prospective client at an Open House. And, Wesley Troup makes a fine adjustment to the HP T230.



Printing & Multimedia Services, Landover, Maryland

The World Bank: Transforming Print to Get the Job Done.

Outfitting its print floor with just the right equipment mix, there hasn't been a job yet they can't handle.

If there's one word missing from the vocabulary of The World Bank's Printing & Multimedia Services group, it's the word "no". Thankfully, since the recent installation of their new HP T230 color inkjet web press with in-line Standard Hunkeler/Horizon finishing equipment, there hasn't been a job yet that the in-plant can't handle. And that's no accident. The print floor has been carefully outfitted with just the right equipment mix custom configured to meet the unique needs of The World Bank's internal clients, which was no easy task given the urgency and diversity of work that comes through the door.

Headquartered in Washington, DC, The World Bank's mission is to reduce global poverty through education, sustainability, low-interest lending, research, and policy advice. The organization's Printing & Multimedia Services operation (which recently relocated from DC to Landover, MD) is dedicated to this mission by acting as a commercial print shop to the institution, providing online and printed tools to internal business units at a moment's notice. Unlike many traditional in-plants, work may be outsourced to third-party print agents at any time, which forces the

operation to stay competitive on service, turnaround, quality, and price.

"More than 50 million pages get printed outside of our facility every year," estimates Jimmy Vainstein, Printing Facility Manager, Printing & Multimedia Services. "We are constantly looking for ways to increase our capacity and capabilities so we can bring more of that work in-house." And it's this directive that led to the search for a new inkjet press to round out its all-digital shop, which includes a Presstek 52DI, two Kodak NexPress engines, and an Océ ColorStream 10000 web press with an in-line Standard Hunkeler/Horizon Roll-to-Stack/Roll-to-Fold combination line.

"We started looking for the inkjet press first and about halfway through our research realized how important the finishing was," Vainstein recalls. "Most people don't consider finishing until the end. We wanted to make sure the press was properly integrated with our finishing processes." The in-plant had invested heavily over the years in a reliable stable of Standard Horizon and Standard Hunkeler feeding and finishing equipment and wanted

to leverage the workflow that was already in place. The final solution needed to be able to feed every piece of finishing equipment on the floor. For example, it needed to produce folded signatures that they could feed into their Standard Horizon CABS 5000 Perfect Binding System as well as book blocks that could run on the Standard Horizon BQ-470 Perfect Binder and StitchLiner Saddlestitcher. Additionally, they wanted the flexibility to operate the solution in-line when needed, or run the press independently from the finishing when volumes required.

"This solution is the first of its kind – fast inkjet printing with roll-to-roll, roll-to-stack for book blocks, or roll-to-fold for folded signatures."

"Basically, we needed it to do everything! It needed to meet the unique expectations of each client," remarks Les Barker, World Bank's Senior Information Officer. "We had to make sure the new solution could be operated by our existing staff, produce all of our non-standard book sizes, run on our current 100% recycled stock, and also fit the footprint of our shop. We outlined all the requirements and specifications and then worked with Standard and HP to build the solution."

The end result included the HP T230 color inkjet web press in-line to a Standard Hunkeler/Horizon combination Roll-to-Stack/Roll-to-Fold solution. Working with the teams at Standard and HP, they were able to design a U-shaped configuration that enables multitasking, while maximizing floor space. "We really pushed the envelope with HP and Standard and they stepped up to the plate," reports Vainstein. "This solution is the first of its kind – fast inkjet printing with roll-to-roll, roll-to-stack for book blocks, or roll-to-fold for folded signatures, set up in a U-shaped design with a right exit to the stacker. And this was only possible because of the strong partnership we have with our vendors."

Operator Jason Barrett marvels at how easy it is to switch between jobs on the new line. "The changeover was much quicker than I originally expected. It takes about five minutes to go from folded signatures to stacked book blocks running at 400 fpm, which is amazing." The machine can also run roll-to-roll on the press while simultaneously finishing a completely different job. "We used to spend days running jobs that we can now turnaround in hours," notes Barrett.

Vainstein agrees that the new technology provides the capacity to tackle the volume needed to compete with external printers. "It runs 10 times faster than some of our existing equipment and our costs have been reduced by a third." Vainstein was eager to tell this story to the rest of the organization. Shortly after the addition of the new line, the in-plant hosted an Open House for its internal customers from the Washington, DC headquarter location. Vainstein wanted to make sure the physical separation between the two offices did not provide an obstacle to new business. "We wanted as many clients as possible to see all that

we could do for them and we achieved our goal. Standard was there to support us and we were able to demonstrate the line running at full speed. It was beautiful to see it all working – the future is here."

The facility is pleased to accommodate the new high volume color work that has come their way. "We can do 10 books or we can do 10,000 books and we could never say that before," confides Les Barker. "Our average run length used to be 300-500 books. Now when a client says 'hey, I need 800 books with 90 pages each in full color and I need it in two days for a conference', we can do it no problem." Barker adds, "The process is not more complex, it's just more compressed. We can do more things, faster and more efficiently, and give the customer exactly what they need thanks to our unique relationship with Standard."

Scan this code with your mobile device to see a video of The World Bank's new solution in action now!

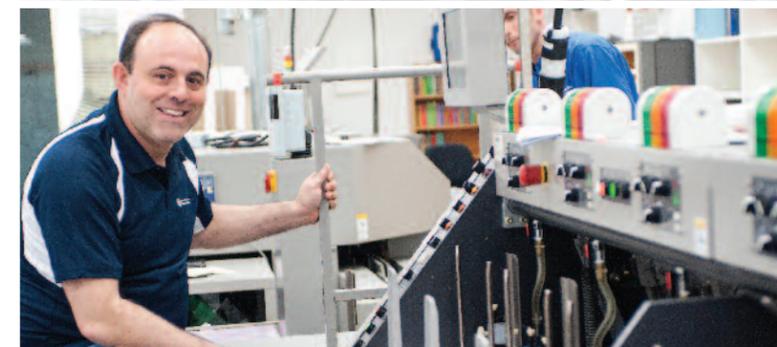


The expansive new print facility has been carefully outfitted with just the right equipment mix to meet the unique needs of The World Bank's internal clients. The recent installation of their new HP T230 color inkjet web press with in-line Standard Hunkeler/Horizon finishing equipment, designed in a U-shaped configuration, enables multitasking, while maximizing floor space.

Photography courtesy of Roxana Bravo



Operator Jason Barrett marvels at how easy it is to switch between jobs. "In just minutes I can go from folded signatures to stacked book blocks."



Folded signatures feed into the Standard Horizon CABS 5000 Perfect Binding System, under the supervision of Antonino Smillo.