

ORWO NET and SmartStacker

EFFECTIVE FINISHING WITH THE HORIZON SMARTSTACKER.

Leading German photography laboratory and printing business drives digital print revenues.

ORWO Net operates one of Germany's leading photography laboratories and photo printing business, with about 300 employees and a 2014 turnover target of \$50 million Euro. Founded in 2005 in Wolfen, Germany, this dynamic company has continuously increased their revenue by digitally printing a wide variety of data-driven applications. For example, last year they produced approximately 800,000 photo books, 500,000 calendars and over 1 million greeting cards. To handle this variety of applications, ORWO Net employs a range of HP Indigo digital presses, from HP Indigo 5000 series, HP Indigo 7000 series to the HP Indigo 10000 Digital Press for B2-format digital print.

Bringing digital efficiency to their finishing operations was a major challenge, so ORWO Net installed the Horizon SmartStacker in the middle of 2013 as a beta test. "The HP Indigo 10000 prints B2 format sheets, which was our challenge to process. We didn't want to manually process the printed sheets in batches. Instead we wanted automatic processing using high-speed, inline-capable cutting technology," explains Peter Ulbricht, managing director of ORWO Net. "We searched intensively for a system that was able to inline-cut prints in B2 format and then compile and offset-stack them in page order. We found this solution with the Horizon SmartStacker."

The Horizon SmartStacker is a unique cutting solution to process B2 prints from the HP Indigo 10000 Digital Press, that can be operated in-line or near-line. B2 format sheets are cut

into from 2 to 28 pieces, collated in correct page order, and stacked. Final page size will be from A6 to B3. All necessary set up data can be sent from the HP SmartStream Direct2Finish workflow to the

SmartStacker using JDF for fully automated set up, with no manual intervention. The high efficiency of this finishing process – compared to using conventional paper guillotine cutters and manual collation – leads to profitable variable print production.

SMARTSTACKER PROVES ITSELF IN PRACTICE.

"Since the installation in September 2013, we've had very positive experiences with the SmartStacker. Today, we're still not exploiting the full possibilities of the SmartStacker solution," says Peter Ulbricht. So far, ORWO Net is using the SmartStacker near-line, not in-line with the HP Indigo 10000 digital press. Since the SmartStacker can process up to 4,600 sheets per hour, SmartStacker can support multiple HP Indigo presses. This near-line configuration allows ORWO Net to process not only HP Indigo 10000 printed sheets, but also printed sheets from their other

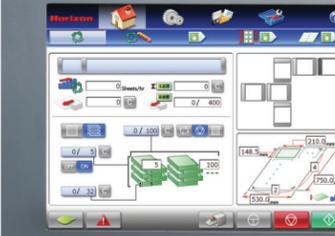
HP Indigo presses. Jobs are set-up by scanning a barcode on a banner sheet (or "job ticket") that exits the press on top of each job.

"We plan to place the SmartStacker in-line to the HP Indigo 10000 Digital

Press in the near future", says Peter Ulbricht. "Horizon is also planning the delivery of a B2 Stacker. We can then utilize the full functions of the SmartStacker and derive the other benefits of operating in-line to the press. ORWO Net is mainly producing calendars, posters and photo book contents in B2 format. We even print and process the outer packaging for our specialty calendars."

FURTHER NEW ACQUISITION FROM HORIZON: HT-1000V

ORWO Net has a keen interest in finishing automation across their print production platform. In addition to their investment in the Horizon SmartStacker, the company also purchased the Horizon HT-1000V Variable Three-knife Trimmer in October 2013. ORWO Net uses the



New generation touch-screen

Provides graphical user interface for easy recognition and operation. Mainly used for monitoring the system, it can also be used for fine adjustment of cutter blades or scoring wheel position as required.



HT-1000V fully automated three-knife trimmer offline, for the production of lay-flat photo books. The HT-1000V can three-side trim all of their lay-flat-glued products, both photo paper as well as digital print. According to

Compared to the previous year, ORWO Net was able to achieve a growth rate of 10 percent again. By investing in the HP Indigo

10000 Digital Press as well as the Horizon SmartStacker and the HT-1000V, ORWO Net continues to inspire their customers and seize first-mover advantage in the fast-changing digital print segment. Peter Ulbricht: "In the future, we will continue to invest in a variety of innovative solutions that help us deliver quality products with production efficiency."

The high efficiency of this finishing process leads to profitable variable print production.



Peter Ulbricht, "books in many different formats can be processed continuously without manual changeover on the Horizon HT-1000V".

OPTIMALLY POSITIONED FOR THE FUTURE.

"We believe there will be increasing demand for high-quality photo books. In this regard, this product has a stable future," predicts Peter Ulbricht – and the numbers prove him right.

The Standard Horizon SmartStacker cuts and stacks jobs to the final page size required for the next finishing process – book blocks ready for binding and greeting cards, including the option for creasing/scoring, ready for packaging.

