

Miami-based company not your typical print and graphics house

Original Impressions Grows Its Business With New Digital Finishing Capabilities!

It might easily amaze someone to learn that a company of just 200 employees produces the volume of print and electronic communications that Miami-based Original Impressions creates each month.

"We are not your typical print and graphics house," notes Laina Kawass, Marketing Communications Director. "Over the past three decades, our growth model has been grounded in listening and responding to our clients' needs and bringing online those services that integrate into the company's full suite of services."

In addition to offering a wide and deep portfolio of marketing communications services — from marketing consulting to creative and design, e-business, mailing, fulfillment and signage — the company's offset and digital print operations continue to flourish. Its international clientele hails from a diverse mix of industries, including healthcare, food and beverage, cosmetics, retail and more. To best serve these clients, Original Impressions must be nimble to accommodate quick turnarounds, and that's what distinguishes it from competitors, according to Kawass.

Henry Herrera, Vice President, Operations, concurs: "Clients' needs have changed. Quality isn't just 'No. 1.' These days, quality is 'a given.' The turnaround, and ability to manage three or four aspects of a job simultaneously, is what they've come to expect."

It was the desire to add capabilities and bring additional finishing in-house that drove Original Impressions to invest in

two near-line solutions to complement its high-speed digital presses: a Standard Horizon StitchLiner 5500 Saddlestitcher,



Henry Herrera, VP of Operations (L) and Roland B. Garcia Jr., President (R) with their new Standard Horizon StitchLiner 5500 Saddlestitcher.

configured with a Standard Horizon HOF-400 High-Speed Sheet Feeder; and a Standard Horizon BQ-470 Perfect Binder with an in-line HT-80 Three-knife Trimmer, supplied by local Standard dealer Graphics IV Printing Equipment & Supply, Inc.

Inherently, having both saddlestitching and perfect binding solutions near-line affords strategic flexibility and operational efficiency, so Original Impressions' digital presses — some capable of speeds up to 1,600 impressions per minute — can print 24/7.

While the nature of print projects has changed by way of run length, the frequency with which clients print has increased. They're printing more — as many as 10,000 finished books each day, Herrera estimates, in part due to the new finishing technologies.

"We are a solutions-based provider deeply rooted in technologies that interlace into our systems and add value to our clients,"

Kawass explains. "The latest technologies brought in-house are some of the most powerful client solutions on the print market to date."

"The latest equipment acquisitions more than double our digital capabilities, allowing us to deliver enhanced options with quicker turnaround," Herrera adds. "We're producing books that are more than 300 pages, at rates of 500 to 700 every hour, and they're not just sheets ready to be folded or cut. They're not paper that's staged and waiting for the next process. They're coming off of our presses in book blocks, and then taken

immediately to our near-line perfect binding and saddlestitching systems where they become finished products. Unparalleled customer service means delivering on all fronts. We can now offer cost-effective on-demand solutions that exponentially meet our clients' evolving needs."



With their new Standard Horizon BQ-470 Perfect Binder, Original Impressions is able to deliver enhanced options and quicker turnaround.