



Standard VIVA at Cenveo in Minneapolis

Quality-control is an omnipresent concern. Standard's VIVA Inspection System provides a camera-assisted visual verification tool across a range of Standard Horizon and Standard Hunkeler solutions, including the StitchLiner 5500 at Cenveo in Minneapolis (featured at right).



At right, Jason Sibert, Finishing Department Manager in Minneapolis inspects the finished output from the department's StitchLiner 5500.



With over 100 locations worldwide

Cenveo Turns to Standard Finishing Systems for Technological Leadership

Cenveo.

Strategic acquisitions that collectively now represent \$2 billion in annual revenues.

Headquartered in Stamford, Connecticut, Cenveo has a diverse roster of customers, from time- and quality-concerned industries such as automotive; consumer products; entertainment; finance and insurance; managed care; manufacturing; and pharmaceutical. And Cenveo print businesses are supplying them with an equally diverse mix of print products: labels; packaging and point-of-sale; digital and offset commercial printing; journals and magazines; books and directories, as well as fulfillment, warehousing, and mailing services.

Cenveo currently operates more than 100 business units across the United States, Asia, and Central and South America. And, from an operational standpoint, the organizational structure presents both benefits and challenges. For the customer, there's an opportunity to leverage the broad range of print businesses under the Cenveo umbrella – each with its unique capabilities and logistical strengths.

This, however, presents a technological challenge for Cenveo, in that it must ensure that its businesses are well-equipped and standards of workflow efficiency are implemented across the entire network.

Finishing Touches

Cenveo's Regional Vice President, Digital Print and Digital Print Technology, Karl Bodin says that it's naturally ideal – when it makes sense for the business model – to configure solutions in-line, marrying digital print engines with finishing technologies. Speed and throughput certainly benefit from automation of this kind, he notes.

However, with the broad range of print products that Cenveo businesses are producing – compounded by the cases in which offset and digital are combined at finishing, near-line is often a better option.

"Flexibility and agility are paramount when it comes to digital print and fulfillment, and hybrid operations like we have at our commercial print facilities," Bodin explains.

In fact, it was the flexibility the solution afforded that drew Bodin to the Standard Horizon BQ-470 four-clamp perfect binding system. The highly automated binder is operated with ease thanks to a 10.4-inch LCD touch screen. Operators are

able to easily swap between EVA and PUR adhesives, depending on the job requirements.

"These perfect-binding solutions are outstanding. They go both ways – meaning they support offset and digital," Bodin quips. "And that's why I specified those solutions for two of our commercial and periodical plants" – one at Cenveo's Port City Press in Baltimore. The second installation is at Cenveo's Cadmus Communications facility in Hurlock, Maryland – a mature operation that's exemplary in areas of efficiency, quality and security.

"In Hurlock, we're doing both long- and short-run periodical and magazine work, as well as commercial digital print," Bodin explains. "That includes a significant amount of scientific, technical and medical journals, which is print that's sort of in our DNA. Along with those types of print products, they're also producing a large number of reprints and publications of that sort, with just a few pages.

"In addition, they're managing all the kitting and fulfillment for



At Cenveo's Hurlock, MD facility, operators Chuck Tarr (L) and Charles Jones (R) swap between EVA and PUR adhesives for perfect binding, depending upon the job requirements.

Cenveo's Cadmus Communications in Hurlock, MD, streamlines productivity.

Two Standard Hunkeler Roll-to-Cut/Stack systems hold true to Cenveo's goals to automate their workflow and minimize touch-points. The Hunkeler equipment allows more jobs to be processed, more efficiently, while delivering best-in-class quality. (L) General Manager Trish Chintella examines book block output.



customers, managing those operations as print-on-demand complements, and helping them reduce their inventory requirements," Bodin adds.

What that requires of finishing is a highly automated approach that enables the print supplier to churn out product – but product that's beautiful and with integrity. According to Bodin, that's precisely why the plant in Hurlock has a Standard Horizon StitchLiner 5500, a solution that produces up to 11,000 two-up saddlestitched booklets (up to 200 pages) per hour.

"From an operation standpoint, it's the convergence of multiple processes into a single device – cutting, folding, stitching, trimming, and so on. And we've really valued the quality-control features, such as the in-line recognition system, which has been critical to us as we cater to clients from industries such as healthcare and finance," Bodin attests.

A second Standard Horizon StitchLiner 5500 resides at Cenveo in Minneapolis, and Bodin says a third one will soon find a home at Cenveo's facility in Sidney, Ohio.

The Hurlock facility also houses two Standard Hunkeler Roll-to-Cut/Stack systems, one in-line with an HP Indigo W3250 Press. The second has been configured in-line with an HP Indigo W7200. These solutions hold true to Cenveo's requirements to automate the workflow and minimize touch-points. The systems deliver up to 1,650 straight and fully separated book blocks per hour, which can then be transferred to near-line finishing on the Standard Horizon BQ-470 perfect binder with in-line trimming on the Horizon HT-101 for perfect-bound books – or to the StitchLiner 5500 for saddlestitched booklets.

Quality-control is an omnipresent concern for Bodin, as he adjudicates the workflow challenges that arise in a dynamic print market. At Cenveo in Minneapolis, he's deployed Standard's VIVA Inspection System. The camera-assisted visual verification tool may be deployed across a range of Standard

Horizon and Standard Hunkeler solutions – a BQ-470 perfect binder, for example, or as is the case with Cenveo in Minneapolis, with a StitchLiner 5500.

"Often, we're producing personalized print, and are required to marry-up internal signatures with custom covers, for example. The VIVA System provides us with the ability to make sure that it's being done correctly."

Bodin contemplates how profound this has been to digital printing, suggesting that without it, much of the sophisticated personalized print of today would lose favor to what he refers to as "static print."

"It's an absolute requirement for us. Before we had access to this, you just simply didn't do it; you couldn't customize it with any level of assurance that you're delivering to your client what you had promised," Bodin marvels.

Trusted Partners

When evaluating technology partners, Bodin says that trust is essential, and that suppliers must demonstrate leadership. Standard Finishing Systems has been exemplary on both counts, he notes.

"And we never have to wait for them to build something. When it comes to the equipment we've needed, they've always had the core building blocks that we've required to help our business move forward," according to Bodin.

"And the quality of the finished product is absolutely outstanding," he continues. "Take the perfect binding, for example. It's absolutely gorgeous. I came out of long-run offset – many of us at Cenveo did – and we know what it takes to build a good book, what a good book should look like. And Standard Finishing Systems delivers a fantastic looking book."

To learn more about Cenveo Print Businesses, visit their website at www.cenveo.com.