

At McArdle, the in-line digital finishing solution has been customized as a Roll-to-Booklet/Roll-to-Stack combi line – meaning it can deliver saddlestitched booklets, straight stacks, or fully separated book blocks as needed.



In-line digital finishing solution maximizes production and delivers quick results

## Smart Marketing by McArdle!

In Upper Marlboro, Maryland, there's a tale of juxtaposition unfolding – a dynamic tale of a company steeped in tradition, yet approaching the dissemination of information in new and progressive ways. "Communication Redefined" is more than just a catch phrase at McArdle; it's the business model.



McArdle management team (L to R) Rock Zang, Business Development; Lisa Arsenault, President; and Naomi Brancheau, Marketing Specialist.

McArdle ([www.mcardlesolutions.com](http://www.mcardlesolutions.com)) was founded in 1947 and has a long, rich history in the mid-Atlantic print and publishing markets. Nearly a decade ago, the company decided to re-brand, scratching the words "Printing Company" from the name. "We wanted to be known not just as a printing company, but as a communications company, and one facet of our business is printing," according to Lisa Arsenault, McArdle's president.

Today, the organization's mission is to enable its customers to deploy "smart marketing strategies," leveraging a blend

of print and electronic media "to generate results and capture data, so that our customers may make very informed decisions about strategy and the direction of their business," says Arsenault. And digital printing and finishing plays a critical role in this mission.

Adding to its impressive stable of conventional offset equipment, McArdle installed its first digital engine in 2005, a Xerox iGen3. Subsequently, an HP Indigo came aboard, and recently the company invested in an Océ ColorStream® 10000 Flex web press with an in-line digital finishing solution from Standard, representing the first North American installation of this blend of technologies.

The Océ ColorStream 10000 Flex has been designed with a wide range of print markets in mind, all of which are important to McArdle: books, transactional, transpromotional, direct-mail and commercial/graphic arts printing. And the "Flex" in the name is noteworthy, for Océ defines this technology as a continuous-feed monochrome digital press with an option to add full-color (from 2/2 up to 5/5 color) capabilities.

To handle the "heavy lifting" at the back-end of the digital press, Standard Finishing Systems conceived a solution

that delivers up to 6,000 high-quality booklets per hour for McArdle. It comprises a Standard Hunkeler UW6 unwinder and CS6 rotary cutter, and the lightning-fast, highly automated Standard Horizon StitchLiner 6000 Digital saddlestitcher.

"We chose this solution because it was important for us to do everything in-line. We wanted a finished product on the back end," Arsenault recalls.

The volume and repetition of like print products enabled McArdle to configure the solution in-line. "We're running a lot of lightweight stocks," Arsenault explains. "Several dailies, and for one client alone, we're producing more than 200 titles of this kind."

The investment has enabled McArdle to inspire new digital print business for its loyal clientele, and expand market reach beyond its existing customer base.

"For new business, it has allowed us to market to companies that we otherwise weren't marketing to for variable content, or to publishing companies that are using lightweight stocks," Arsenault notes. "It's great for the markets we serve including financial services, publishers, associations, and others," Arsenault marvels.

"Efficiency, reliability and service. All of these criteria factor into a decision when you partner with another company. And those were all at play when we began this journey," Arsenault adds. "Standard Finishing Systems was with us all along the way, and helped us figure it out."