

Higher stacks yield longer runs

Freddy Jaimes (right) takes full advantage of the productivity feature of the new VAC-L600H tower and its ability to handle a six-inch stack of paper at one time, while Chris Romeu (center) sets up the StitchLiner Mark III for the next job.



Greater capabilities in-house

Jobs previously outsourced can now be done in-house on the Horizon CRF-362 — saving both valuable time and money. Brittney Aguilar (left) runs an 8.5" x 11" letter application with a removable business card at the bottom.



Standard Horizon CRF-362 Creaser/Folder

the much larger footprint competitive devices."

Yelvington is also thrilled with the CRF-362 Creaser/Folder. "The big plus for the Creaser/Folder," he says, "is that work we were having to outsource for a letterpress, we can now do in-house, not only at a cost savings but also faster turnaround. We had a competitive unit in-house, but it used a rotary perf that required the perf to go across the entire page. With the Standard Horizon, we can perf a portion of the page and that's a big benefit." Yelvington cites the example of an 8.5" x 11" letter with a removable

machines that break down a lot and are not as reliable as Horizon. When reliability matters and

floor space is at a premium, Standard Horizon is the only way to go!"

In making the decision, Yelvington visited Standard Finishing's National Demonstration Center in the Boston area to evaluate new collators or a new bookletmaker. "While we were there, we saw the StitchLiner Mark III and we were so impressed with it, as well as the Creaser/Folder, that we ended up purchasing both. We had no intention of acquiring a new Creaser/Folder when we went in, but we were so blown away by its capabilities that it was a no brainer."

Training support was also exceptional, according to Yelvington. "But to be honest with you," he says, "the graphical user interface was so similar to what we had before, that my staff was questioning whether they even needed the training - a huge advantage in ease of use over competitors. Plus, the waste reduction is amazing. We are running much fewer overs. Nine out of 10 times, the first sheet out of the Creaser/Folder is sellable, and on most jobs, we are only running 5 to 10 overs. Our waste is almost non-existent now."

COVID-19 Business Update:

"As for many printers, it has not been business-as-usual for us during the last few months. Although a level of uncertainty still remains, having our equipment investments already in place positioned us favorably before the downturn and will serve to our advantage as the industry rebounds. It's a good reminder that your business should never be static. You need to constantly re-invest, improve your processes, and re-invent to be ready for whatever tomorrow brings."

Robbie Yelvington, President

Print and mail facility in Lakeland, Florida, generates 20 million pieces of mail annually

Mail Processing Associates Adds Capacity and New Revenue Streams with Standard Horizon.

Less outsourcing and the ability to produce more work with the same staff justifies the investment decision and proves to be a smart move for the business.



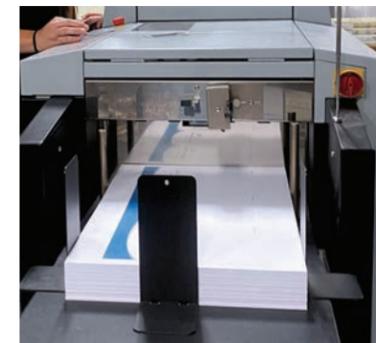
staff. Not only was the investment decision easy, but it was a smart move for our business."

"We bought our first piece of Standard Horizon equipment 15 years ago through our local dealer, Graphics IV," Yelvington continues. "The excellent service from both Standard Finishing and Graphics IV and the exceptional performance of the equipment is what kept us in the Standard Horizon family."

Mail Processing Associates was founded in 1989 by retired Postmaster Eddie Clarke. Yelvington and his wife, Tess, bought the company, which at the time had four part-time employees, in 1993. Today, the company has 29 full-time employees and generates over 20 million pieces of mail annually.

The company's new bindery configuration processes jobs coming off its fleet of toner-based printers from Xerox, Konica Minolta, and Ricoh as well as its smaller AB Dick offset presses. Shortly after acquiring its StitchLiner Mark III, Mail Processing Associates added a fourth and a fifth knife unit and two additional stitch heads to the system. "This allows us to produce landscape booklets two-up at up to 12,000 books per hour," explains Yelvington.

Another productivity advantage of the new configuration is the ability to stack about six inches of paper at a time in the towers, meaning a much longer run time between loads. "We had a competitive unit before," he says, "where you could only put about an inch of paper in the feeder. That meant it needed constant attention. Now the operator puts the paper in, and has less down time. We can also produce thicker books with the StitchLiner than we could before, and in some cases we can produce more books per hour than other operations can with



Bringing in work from other printers in the area who do not have these capabilities is an extra bonus for Mail Processing Associates.



Robbie Yelvington, President

For a smaller print and mail operation, the decision to invest in new bindery equipment can be a difficult one. Fortunately, it was an easy choice for Mail Processing Associates! This print and mail facility, located in Lakeland, Florida,

and generating over \$4 million in sales annually, recently upgraded its finishing operation with solutions from Standard Horizon. The acquisition includes a StitchLiner Mark III Saddlestitcher with two VAC-L600H Collators and a CRF-362 Creaser/Folder, and Mail Processing Associates anticipates earning an ROI in less than two years. "This investment was very much worth it," says president Robbie Yelvington. "Not only is it a very fast

payback, but we can now bring in well over \$100,000 of work we previously had to outsource. And as a trade-friendly operation, our competitors in the area are also using our services. New revenue streams, less outsourcing, and the ability to produce more work with the same



Matt Rawls, Bindery Operator at Mail Processing Associates readies a job for final shipment.