



### Flexible finishing configurations

The printed output coming from Prisma's Hunkeler Roll-to-Roll solution is processed nearline on the Hunkeler/Horizon finishing solution. The rolls can be scored, perfed, slit, and then delivered as stacked or folded output for a variety of unique applications.



**"With our Hunkeler and Horizon equipment, operators can quickly look at the menu of graphically showcased folds, select the correct option, and the equipment is 90% set up."**

*Bob Anderson, CEO*



Arizona-based company combines print with technology-enabled marketing solutions

## Hunkeler/Horizon Finishing Helps Prisma Exceed Customer Expectations.

Increased need to produce high speed, variable data direct mail drives new investments.

Arizona-based Prisma's tagline, "Message to Market", says it all. The company views printing as only a small – but crucial – part of what they do. CEO Bob Anderson describes the company as a provider of technology-enabled marketing solutions, saying, "Our core strength is data through direct mail, analytics, and management of the marketing supply chain. As an example, we have had online portals through DokShop for more than 20 years and have over 250 ecommerce shops actively in play."



Anderson, who is celebrating his 20th year with the company, took over the business in 2000, when revenues were at \$1 million and the company was on the verge of bankruptcy. His strategy has worked – in 2019, the company generated \$48 million in revenues.

"The primary products we produce include direct mail and online small-transaction items such as menus and signage for retail stores, restaurants and hotels – anything needed for back office, front office, and marketing for these organizations," Anderson says. "That also includes point-of-purchase materials, customized brochures, window clings, wall graphics, vehicle wraps, and more." The company produces more than 10,000 orders per month and 7 million plus pieces of mail per month, as well as 10,000 pick-and-pack orders per month.

Although Anderson is quick to say that clients don't care what kind of equipment you have as long as their job is done quickly, without quality loss, he pays close attention to his equipment configuration to be able to deliver on those customer expectations.

A recent investment demonstrates that approach: Earlier this year, the company installed a Screen Truepress Jet520HD with a Hunkeler Roll-to-Roll system inline. In conjunction with this



(L to R) Kerry LaBatt – Director of Operations; Julie Volz – Vice President of Sales; Rob Nawfel – President; Bob Anderson – CEO.

acquisition, Prisma also added an offline Hunkeler Roll-to-Stack line equipped with a Horizon AFV-564F Folder on the back-end to finish the rolls coming off the Screen press into either stacked output or folded pieces. On the front-end, the Hunkeler solution

features the CS8-II Rotary Cutter with chip-out capability and the DP8 module which allows dynamic perforating from sheet to sheet for flexibility in processing an even wider range of unique applications.

The investment in the Screen press was driven by an increased need to produce variable data direct mail at a high speed. "We had cut-sheet digital before," Anderson notes, "but we needed the speed and flexibility that inkjet could give us. We print roll-to-roll with our Screen/Hunkeler configuration, and then use Hunkeler/Horizon equipment for nearline finishing. The ability to take those rolls and score, perf, slit, and fold really changed the

finishing model for us." In addition to the two newer lines, Prisma also runs two standalone pieces of Horizon equipment to round out their capabilities: the RD-4055 Rotary Die Cutter and the AFC-566FG Folder. In investigating and securing the entire finishing portfolio, Anderson worked closely with the Standard Finishing team as well as with their local Horizon dealer in Arizona, Print & Finishing Solutions.

"The corporations we work with already have their brand in place; they don't need help with brand development," Anderson states. "Rather, they need sales and marketing materials in the field at a given location delivered quickly. While we used to have two to three days to produce work, now our clients want materials in the field in one to two days. That requires digital printing and an automated and easy-to-use finishing line. Our Hunkeler/Horizon configurations fit that bill perfectly."

It's operating so well that Anderson foresees putting in a second finishing line in the not-too-distant future.

"The other day we were running books for an education client, from rolls to punching holes to stacking finished product into book blocks. Next up, with a seamless transition, was a variable data letter program where folded, variably perfed letters were delivered, roll-to-finish, all in order and ready to go to the inserter. We also do a lot of postcards, using the slit-and-stack feature. Moving from one to the next to the next seamlessly has been a huge benefit for us and our clients."

Like many companies in the industry, Prisma knows that finding experienced workers can be a challenge. "That's another area where our Hunkeler/Horizon configuration helps," he explains.



Standard Horizon RD-4055 Rotary Die Cutter



Standard Hunkeler/Horizon Finishing Solution



Torrence Settle, Pressman, stands beside the new Hunkeler Generation 8 Roll-to-Stack Solution.

"These days, things are very graphically driven. People are used to pulling down menus and pushing a button to get things done online. With our

Standard Horizon AFC-566FG Folder

Hunkeler and Horizon equipment, operators can quickly look at a graphic of the menus, push a button, and the equipment is 90% set up. That ease-of-use extends to our Horizon Rotary Die Cutter and AFC-566FG Folder, as well. We have people with limited experience who have been able to operate this equipment with little training and are doing a really great job. We need more graphically-driven units in the industry like the Horizon repertoire."

Anderson concludes, "I've been in the industry for 36 years, and it's a completely different industry today than it was back then, or even when I took over Prisma 20 years ago. You can't run your company like you did 20 years ago. That's a recipe for failure. It's important to change your business strategy to align with today's print demands; and to do that, you need the kind of automated and easy-to-use finishing systems we have in place today with our Hunkeler and Horizon solutions."

#### COVID-19 Business Update:

"I have been through multiple economic declines as a business owner and all I can say is, in times like these, we need to be fluid in our capabilities. Our team has taken on the challenge of finding revenue in multiple new ways, including custom websites for safety signage and disposable menus, helping the community and our business prepare for what is to come."

*Bob Anderson, CEO*