Books on demand for a growing number of companies

In addition to the Ancestry.com work, Alexander's also produces books on demand for companies such as Chatbooks, a Utah-based provider of photobooks. "We are their primary provider for soft cover books and their secondary provider for casebound books," Mortimer notes. "These are mostly one-off photobooks that come in batches of thousands per day. There is no way we could keep up with the volume without our Standard Horizon perfect binders – and with two of them, we now even have capacity to spare."

Standard Horizon BQ-480PUR

Lindon, UT provider expands book-of-one business

Alexander's Print Advantage Turns to Standard for Bindery Solutions.

ALEXANDER'S PRINT ADVANTAGE

A shift in focus to automated programs leads to growth rate of 30% to 40%.

Located in Lindon, UT, Alexander's Print Advantage has been a staple of the Utah printing community since it was founded in 1979 by Jeff Alexander. Today, the company has more than 100 employees and is in the process of adding 28,000 square feet to its existing 42,000 square-foot facility.

"Over the last several years, we have shifted our focus to automated programs," Alexander explains. "We started doing this a number of years ago with Ancestry.com, where we were printing on-demand personalized histories for their customers, as well as posters and calendars as their exclusive printer for these applications. Ultimately, we bought that division from them and expanded these types of programmed services to other clients. That shift has been responsible for our 30% to 40% growth rate."

Alexander reports that about 70% of the company's business is program printing, with the balance being general marketing printing. Alexander's operates with two HP Indigo 12000's and an HP Indigo 7900, as well as Canon Océ monochrome printers. About 50% of the company's production is in books, including both soft cover and casebound.

"As the business grew," says Doyle Mortimer, the company's Senior Vice President, "one area we knew we needed to address was the bindery. As part of our due diligence, we visited Standard's headquarters in Boston and were quite impressed. We had a Horizon

Pictured left to right are Charlie Alexander, Nick Alexander, and Jeff Alexander.

HT-70 Three-knife Trimmer in house, and a relationship with Veritiv Operating Company, Standard's local Horizon dealer and also an important provider of paper to us. The opportunity to visit Standard headquarters and spend time actually working with the equipment was invaluable."

As a result of that visit, Alexander's acquired a BQ-470PUR Perfect Binder and an AFC-566FG Folder. "The folder acquisition was a direct result of our visit to Boston," Mortimer adds. "Because we were able to spend time with the equipment, it occurred to us that there were some major things we could do with the folder to streamline our operation, something we likely never would have thought of had we not had that opportunity."

According to Mortimer, certain books could be printed in signatures on the larger HP Indigo 12000 sheet size and signature folded faster than they could be cut into individual book blocks. "An

added advantage," he says, "was minimization of the risk of pages getting lost. It also allowed us to process books faster through the BQ-470PUR."

As the company's business continued to grow, more perfect binding capacity was required. "There was no question in our mind that we would go back to Standard to fill this need," Alexander says. "We added Standard's newest Horizon system, the BQ-480PUR Perfect Binder, to the mix last summer, and also upgraded our BQ-470PUR to the latest software version, improving productivity on that binder as well, including faster changeovers." The BQ-480 offers advanced automation for setup and changeover of variable book production, where it reaches a maximum speed of 800 books per hour for book-of-one production. According to Alexander, as their book-of-one business continues to expand, the higher productivity of the BQ-480 in this range will pay big dividends.

Alexander's is pleased by the high level of reliability of Standard's products and the level of support provided by both Standard and Veritiv. They anticipate future product enhancements from Standard will fit their evolving require-ments. In fact, the company plans to install the Standard Horizon SmartStacker next month to streamline the processing of B2 output from its HP Indigo 12000's. As Alexander puts it, "We are a Standard Finishing shop. As we need more capacity, there is no question where we will source it!"