



Advanced Automation

Operators at Foxy Propaganda can achieve fast setup and changeover using the system's two intuitive touchscreens. The team especially likes the Mark III's job memory feature, where settings for repeat jobs can be recalled automatically from the touchscreen by job name.



Kennedale, TX printer specializes in catalogs, price sheets, mini-booklets, and calendars

Foxy Propaganda Increases Productivity, Reduces Waste with Standard Horizon StitchLiner Mark III.



Eliminating bottleneck to achieve a 45% to 50% increase in throughput.

Almost 50 years ago, Tom Fowler founded The Fowler Group, a design and branding agency located in Kennedale, TX, in the Dallas-Fort Worth area. "When we saw digital printing coming to market," says his son Pat Fowler, who now runs the company, "we knew it would be the perfect addition to our service offering. My dad was never interested in 'Big Iron,' but the idea of producing high-quality short-run printing to enable a full end-to-end offering, from concept and design through production, was quite attractive."

Foxy Propaganda, the company's printing arm, was opened in 2006 and employs 18 people. The company recently added a Konica Minolta AccurioJet KM-1 production inkjet printer with a 23" x 29" sheet size to its existing Xerox iGen150 toner-based digital press. "With the massively increased throughput of the AccurioJet," Fowler adds, "our existing bookletmaker was going to be a huge bottleneck for us."

Fowler first saw the Standard Horizon StitchLiner Mark III at PRINT 17 in Chicago and was impressed. "We talked about it with our dealer, Cobblestone Graphic Equipment Co., and we decided to visit the Standard demo center in Boston to make a final decision. It was an amazing experience. We were able to see everything in their portfolio, and the staff there was extremely knowledgeable." Fowler chose to replace their existing bookletmaker with the new Standard Horizon StitchLiner Mark III Saddlestitcher and has had remarkable results ever since.

Foxy Propaganda primarily produces catalogs, price sheets, and mini-booklets. The company also has a calendar business, CustomBuiltCalendars.com. "The combination of the StitchLiner Mark III and the AccurioJet has really revolutionized our business," Fowler reports. "We used to print everything one-up, which resulted in a great deal of waste. Now we can print 2-up 11" x 17" duplex pages with a bust cut with no waste. I also like the integrated in-line scoring and the fact that we can hook up three collating towers." The larger sheet size for both printing and finishing also meant that the company was able to bring in a significant amount of outsourced work, particularly in oversized calendar production.

The new combination has also resulted in a 45% to 50% increase in throughput in the shop. "With our old system, we often had our staff working 10-hour days to get the work out," Fowler says. "It used to take as much as 45 minutes to set up the bookletmaker, and we needed a significant number of makeready copies to get everything adjusted – often as many as 150. Now setup is 15 minutes or less, and on a standard job, we can get by with as few as 15 to 20 makeready copies because the equipment is so precise. That's a huge savings in time and waste. Now



Michael Kolb, Supervisor (left) and Jason Thomas, Bindery Manager (right) stand beside their new Standard Horizon StitchLiner Mark III.

we are able to achieve an actual production of 3,500 books per hour with the StitchLiner Mark III."

Fowler also likes the Mark III's job memory. "If we have repeat jobs, we simply give it a code and store the setup in memory. When we are ready to run the job again, we just pull up the settings and we are ready to go. Plus, this equipment is extremely reliable – it really is 'set it and forget it.'"

This new configuration has enabled the company to bring in even more work. "We're getting ready to add a second shift," Fowler says, "and we are really excited about that. We'll have two 8-hour shifts, eliminating the stress of 10-hour days to rush things out the door, and we'll still have room to grow."