



The team stands with one of its three Hunkeler Roll-to-Stack systems, running inline with the Canon ProStream press. (L to R) Will Wimmer, Assistant Production Manager; Steven Hegna, President; Mike DeBosh, Production Manager.

Arna Marketing Group partners with Standard to maintain its promise of "Speed to Solution"

Arna Marketing Group takes pride in providing printed and electronic direct marketing services in line with its tagline, "Speed to Solution." Founded in 2005, Arna has evolved over the years to deliver strategy, creative execution, data analytics services and printing. Today, the company serves marketing and communications needs across the healthcare, pharmaceutical, financial, education, and consumer product industries with unique and effective direct marketing solutions. Now with 120 employees, Arna describes itself as a technology company whose media is print.

"Critical to our growth has been our commitment to continually invest in the latest and greatest technology to serve our customers better and more cost effectively," said Steven Hegna, President of Arna Marketing Group. The company long ago retired its offset and toner-based equipment in order to take advantage of the increased efficiencies offered by both web-fed and sheet-fed production inkjet printing. Already, they've had to retire older sheet-fed inkjet printing equipment to keep up with changing technology for variable data applications. Arna now has a robust digital printing platform which includes four Canon ProStream web-fed production inkjet presses and four sheet-fed varioPRINT iX-series production printers, also from Canon.

Arna worked closely with Canon to source finishing solutions that would complement the presses, and they were soon introduced to Standard Hunkeler solutions. Having used Standard Horizon perfect binders in their operations for many years, it was an easy choice for Arna to partner with Standard again for their roll-fed finishing needs.

The Canon web-fed production inkjet presses are supported by a total of three Hunkeler Roll-to-Stack solutions. Two are configured inline with the press, and the most recent acquisition is configured nearline to serve output from multiple presses for added flexibility. Hegna describes the Hunkeler lines as "triplicates" consisting of the Hunkeler UW8 Unwinder feeding either blank rolls through the Canon ProStream press or pre-printed rolls to the Hunkeler CS8-II Cutter with chip-out and double cut capability, and then to a Hunkeler LS8-30 Long Stacker supporting media output up to 30 inches in length. "The long stacker offers us increased flexibility in addressing customer needs," notes Hegna. "It allows customers to select any product in a variable format up to 30 inches, a huge advantage for them in creating effective direct marketing pieces."

Shortly after purchasing its first two Hunkeler lines, Arna acquired the Horizon SPF-200L Bookletmaker with HOF-400 high-speed digital sheet feeder to add to its existing Horizon perfect binders, giving them the ability to efficiently produce landscape-format booklets with bleed trimming.

As an all-digital shop, Arna Marketing Group is now able to eliminate the need for pre-printed offset shells that were standard practice in the past. Everything is printed in a single pass, sheeted, and prepared for the final stages of any additional required cutting, folding, inserting or whatever other finishing processes the client requires. In addition to the streamlined production process, Hegna shares that his team is delighted with the new equipment. "Sometimes change can be difficult," he said, "but in this case, the new



At left, Consuelo Mosquera, Bindery Operator, works with the Horizon SPF-200L Bookletmaker, producing landscape-format booklets with ease up to 3,500 booklets/hour. Above, Devon Ritter, Bindery Operator, inspects the vacuum belt on the Hunkeler LS8-30 Stacker.

Below, Hunkeler's Generation 8 Roll-to-Stack systems include the LS8-30 4-UP offset stacking module to support media output up to 30" long, B2 size, delivered from 1-up to 4-up offset stacks.



Richard Guido, Bindery Operator, sets up for a new job. The automation of the Hunkeler equipment has streamlined the production process, increasing employee satisfaction.



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equipment we have acquired over the last three to four years has made their jobs so much easier, and they are learning so many new things, that they are extremely happy with their work. That's critically important these days. Staffing is quite difficult, hiring and retaining, as you know, so we want to do everything to keep the talented staff we have happy!"

Hegna has also been pleased with the support he receives from Standard and Canon Solutions America, noting, "Standard Finishing has always been there to support us, and their team works exceptionally well with the Canon Solutions America team for a truly seamless sales, installation, and post-sale support process. Even when we added web-fed printing, which was new to us and featured a unique configuration for them, they were with us side-by-side to make the process as efficient as possible. Our latest equipment from Hunkeler was shipped in from Switzerland, and the technician had it up and running in just a couple of days – not a whimper! The installation was awesome, and it has been a huge asset for us already."

But the high-quality service isn't the only benefit

of the partnership with Standard Finishing, Hegna says. "In addition to the excellent service, the equipment is extremely reliable. Once all the initial installation is complete, it just runs."

Finally, Hegna reiterates that, in order to maintain Arna's promise of "Speed to Solution", it's important that Arna keeps their production platform updated with the latest technology. With an eye on that goal, Hegna shares that he plans to attend Hunkeler Innovationdays in Lucerne, Switzerland, in early 2023. "This will be a good venue to learn what's coming from Hunkeler and Horizon, as well as from their partners, and also to see a wide range of applications being produced using equipment from a variety of vendors, integrated inline in the same way you might implement them in your shop. This is a unique show in that respect, and we are really looking forward to it, as well as the opportunity to network with peers and speak with Hunkeler and Horizon executives directly about future wish lists we have for their solutions."



Hunkeler's WBB-L web buffer allows the press to keep running at full speed while the Hunkeler LS8-30 delivers stacks to the conveyor belt.