



**HORIZON**

***“With the new system, I can train an operator in 20 minutes or less.”***  
*– Shawn Nag, PrintPapa owner*

The team at PrintPapa with their new Horizon BQ-500 Perfect Binder. L to R: Jeffrey, Bindery Supervisor; Gino, Senior Bindery Operator; Paul Nag and Shawn Nag, Owners. Below top image: The new Horizon BQ-500 Perfect Binder has more than doubled production at PrintPapa. Below bottom image: The Horizon StitchLiner 5500 Saddlestitcher with VAC Collating Towers was one of the first Horizon additions at PrintPapa.

## From eCommerce software to full-service online print: A journey that is not finished for PrintPapa!

In 2005, brothers Shawn and Paul Nag founded an eCommerce software company for the print industry leveraging Shawn’s software engineering expertise. “Back then,” Shawn says, “not that many printing companies were online, and I saw a unique opportunity for us.” Over the years, the company has placed their focus on growing the amount of work they can deliver in the online print space.

Today, PrintPapa has a staff of 31 people, including seven people working in the bindery, as well as a software development team in India responsible for maintaining and updating its proprietary online interface. Located in Santa Clara, California, about 80% of the company’s volume comes from Silicon Valley, with a growing national footprint. PrintPapa offers offset, digital, and wide format printing and has a wide range of products available for ordering, ranging from business cards and stationery to books, which comprise about half of PrintPapa’s volume.

“We started out focused on short runs of marketing collateral, up to about 10,000 units,” Shawn explains. “But since that time, we have significantly upgraded our print and finishing equipment to be able to produce hundreds of thousands of units with no problem while still delivering fast turnaround and a high level of service at a decent price.”

When it comes to the bindery, PrintPapa has always placed a high importance on productivity and automation, a forward-thinking strategy considering the difficulties in finding and retaining talent in the bindery in today’s marketplace. To that end, PrintPapa began partnering with Standard Finishing and its local Horizon dealer Print & Finishing Solutions in 2018. They started with a range of solutions from Horizon including the CRF-362 Creaser/Folder, BQ-270V Perfect Binder, HT-30 Three-knife Trimmer, and Stitchliner 5500 Saddlestitcher, subsequently adding another creaser/folder. “Standard Finishing and Print & Finishing Solutions were both very helpful, and we found the Horizon equipment to be very well made,” says Shawn. “We also appreciate their focus

on automation. So, when we needed to again update our bindery, that’s who we turned to first.”

In 2021, PrintPapa expanded its capabilities by adding Horizon’s BQ-500 PUR Perfect Binder, RD-4055DMC Rotary Die Cutter, and AFC-566 Folder, rounding out a bindery configuration that is serving the company well. In fact, according to Shawn, the company’s volume has grown by 30% since 2019 and they have only needed to hire one additional person in the bindery.

“We are especially pleased with the Horizon BQ-500 PUR Perfect Binder,” he says. “With our previous perfect binder, we were able to bind maybe 200 books in an hour. Now we can easily bind 500 in an hour, and it’s a much better bind with the PUR glue. Plus, we still have a great bind when we use coated stock.”



He also achieved greater throughput with the new Horizon AFC-566 Folder, although he notes that his bindery team, all of whom are cross-trained on all the equipment, still like using the CRF-362 Creaser/Folder for shorter runs. And the Horizon RD-4055DMC Rotary Die Cutter has made a difference as well. “We had a traditional die cutter,” Shawn says, “but it was a hassle to operate. Also, we only had one operator trained, so if he was out, we had to outsource die cutting. With the new system, I can train an operator in 20 minutes or less.”



With its recent investments in print and finishing, PrintPapa is now poised to continue its growth without the need to significantly increase staffing levels. “And the Horizon equipment is a dream to operate,” Shawn concludes. “Our bindery team is happier and more productive, and that makes for happier customers as well!”

