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Graphic Arts Printing

Welcome to Océ... Welcome to WOW!

Wow is the power of On Demand Publishing. Take control of production, inventories, product mix, and marketing through the implementation of technology solutions that will grab and hold your customers' interest.

Yurchak –Taking Care of “Book Business”

Yurchak Printing, Inc. was founded in 1998 in the heart of Amish country (Landisville, Pennsylvania). Its goal was to offer high-quality, short-run digital book manufacturing services to the publishing industry, manufacturing and service companies, professional associations, government agencies, and colleges and universities. The company sought to provide a service portfolio that managed the document lifecycle and extended the value of publications.

Yurchak Printing’s service offerings were created to fulfill a need brought about by the digital age. By creating innovative solutions, Founder and CEO John Yurchak, Jr. has built an organization that is a leader in digital short-run book manufacturing. The company specializes in solutions for the production of directories, periodicals, journals, reference books, fine edition books, illustrated books, bibles, children’s books, bound galleys, and university press books. Yurchak Printing deals with run lengths from 1 to 1,500.

It Starts with a Vision

With over 40 years of observing the marketplace, John Yurchak had great intuition about market trends. He notes, “beginning in the mid-1980s, I saw that print runs were getting shorter and shorter. As volumes got smaller, the equipment I used—along with the associated plates, negatives, presses, and high labor and finishing costs—got to be very cumbersome. With the advent of digital printing in the 1990s, I saw a new opportunity to compete with short-run offset work. I saw a new market opening in short-run book publishing.”

Keeping Up with the Changing Market

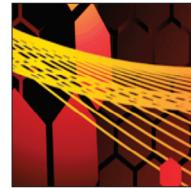
End-users of hardcopy reference materials include colleges, universities, accounting firms, attorneys, and the medical field. Publishers want to print smaller quantities on demand to eliminate costly storage. There is also intense pressure to keep content up-to-date, requiring continual content modifications and driving shorter runs. According to Yurchak,

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- Selling Marketing Solutions vs. Print (View On-Demand)
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- Value-Added Selling: Driving additional Revenue (Live! 6/7)
- Web-to-Print and Print-to-Web (Live! 7/5)

“Even with all the information available on the Internet, there is a niche market for quantities ranging from 10 to 1,000 that require a short turnaround time. People want loose-leaf, hard-bound, and perfect bound reference materials.”



Lightweight Stocks with Blazing Speed

Yurchak went on to say, “We partnered with Océ for a number of reasons. With our focus on reference materials, printing on lightweight paper has become our specialty. For continuous printing on lightweight paper, Océ was the unquestionable choice.”

A flexible and powerful workflow was key for the quick delivery of a variety of jobs. Océ automated the book production software capabilities, providing Yurchak with a more hands-free, lower-cost approach. This translated into fewer errors, less manual handling, greater service consistency, and more accurate monitoring.

The best print quality is critical for Yurchak customers. The company uses a variety of Océ devices, including the Océ ColorStream® 10000 Flex with Hunkeler Finishing, Océ VarioPrint® 6250 system, and Océ VarioStream® 9230 with Hunkeler Finishing. Yurchak explained, “Charts and graphs are important for scientific materials, but math books require clear images for formulas. We need quality without compromise, and Océ has delivered.”

John Yurchak, Jr. had a tremendous vision when digital print was still in its infancy, but Océ has helped his company move to the next level. He concludes, “Océ hardware and software solutions have helped us create an exceptional business in the highly competitive world of digital publishing.”

Visit www.OceWow.com to view the archived **Selling Marketing Solutions vs. Selling Print Webinar**



Why Inkjet? Why Now?

**Guy Broadhurst,
Vice President of
Product Marketing,
Océ North America**

The printing industry is witnessing a massive global migration toward inkjet technology. However, very few equipment manufacturers have evolved into the inkjet era as quickly, completely, and effectively as Océ.

According to Guy Broadhurst, Océ's VP of Product Marketing, "Océ developed JetStream in response to the major changes that are occurring in the market. Long-run static offset volume is transferring to short-run dynamic, targeted digital output. Offset pre-printed color shells are being replaced by 'white paper in, color document out' production digital color workflows for transaction and direct mail. This means reductions in color offset and monochrome digital print volume and increases in digital color page volume."

Océ JetStream® printers enabled Océ's transformation from a toner company to an inkjet-focused organization in just five years. Broadhurst states, "No other company has experienced this type of transformation. We launched the Océ JetStream 2200 in 2008, with just 22 months passing from concept to delivery. This is an amazing feat for any new production print device."

Catapulting the Industry

"We already had one of the best controllers in the industry, offering amazing throughput for very complex jobs and incredible flexibility," Broadhurst explains. "We built that controller into the Océ JetStream platform and catapulted the industry." Océ currently has about 140 inkjet engines installed, and is printing billions of pages per year.

"Our Customers Needed an Edge"

Guy Broadhurst also commented on the rationale behind the development of Océ JetStream technology. "Our customers needed an edge," he notes. "In data center markets, TransPromo involves combining pages from transaction and promotional documents. Instead of adding pre-printed inserts along with bills and statements, our Océ JetStream customers can print educational and promotional messages in a document's white space and eliminate the need for printed inserts. Direct mailers are affordably leveraging the technology to produce full-color, targeted campaigns that replace traditional 'spray and pray' methods of mass marketing. In the book publishing market, on-demand/no-inventory production has become a market reality. It has gone mainstream, and not just for books. It also spans marketing materials, magazines, and other content. We identified the key pressure points in the marketplace and addressed them with a solution that meets customer demands for lower price, faster time to market, reduced waste, quicker processing and finishing, easier mailing, and the growing call for color printing."

Taking Digital Technology to New Heights

According to Broadhurst, "The new heights of productivity delivered by the Océ JetStream product line are a good reason for marketers, publishers, and other content providers to rethink how they can take advantage of digital printing technologies. Our inkjet technology demonstrates that digital print has entered new territory. Those who invest in inkjet will have a tool for mass customization through digital print in ways that many could only dream about until now."

Revitalizing Reading... Books on Demand

Reading behaviors have changed. e-Readers of all types (including Apple's iPad and Amazon's Kindle) are among the hottest products in the retail world. Publishers are trembling because they are faced with the same type of digital disruption that rocked the music industry. At the same time, however, e-books aren't the only force changing the book industry—print on demand is altering the way that books are published and purchased.



This has led to a change in the value-added chain. Instead of trying to guess about print runs (especially in the face of e-books), major publishers can simply print books on demand. This frees them from the traditional guessing game regarding the demand for books. Book dealers such as Amazon.com now print books themselves, and authors are increasingly utilizing the self-publishing model to publish and sell their creations directly to the public. In short, the market has become considerably more volatile, ad-hoc, and unpredictable.

In a tribute to the staying power of old-fashioned hard copy books, print on demand services are quietly thriving. Digital print on demand has become the answer for book publishers that are facing an industry confronted with multitudinous change.

Evaluate the Market

Regardless of the category (from short-run special-interest literature to speculative bestseller editions), an increasing number of books need to be printed while they're "hot." It is increasingly difficult for publishers to predict the quantities that they are going to sell. There is also an ever-increasing risk of ending up with piles of unsellable inventory.

Publishers account for a steadily dwindling percentage of worldwide book production volumes. Their share has already dipped below 40%. More and more books are produced and marketed by third parties using non-traditional methods. Nevertheless, it's exactly here that digital printing companies can build the bridge to combine profitability with super-fast response times.

Effectively Respond to Change

Rethink the Structure

Growth in publishing revenues is achievable only through an optimized blend of marketing and production activities that also embraces e-commerce. The new winners in publishing are the book projects that are being managed and controlled directly by consumers. These are projects that use the possibilities of digital communications technology as their value driver. Photo books that are created on print portals and printed fully digitally provide what is possibly the best example. "Vanity" publishing—where authors themselves take charge of book production and marketing—uses much the same principle. An increasing number of books are self-published by businesses or private individuals who take charge of their own marketing and production. Marketing aspects, and direct contact with and access to customers, play a crucial role.

Leverage Every Opportunity

Digital printing-based services can also be used by publishers for more effective management of backlist titles. Publishers are recognizing the "long tail" opportunities in keeping backlist titles in front of potential consumers. Identifying the next blockbuster book carries a high level of risk. By maintaining a catalog of print on demand titles that may appeal to a smaller audience, publishers can capitalize on small incremental sales without any out-of-pocket expenses. Publishers who can occupy appealing niche themes with innovative products will retain a stable base if they consistently leverage the opportunities of digital printing and the associated new manufacturing concepts. The combination of web-based and digital printing also creates novel opportunities to take books beyond their role as static products, making them usable as tools in a culture of communication that is end-customer-driven. That said, marketing (for series titles, individual titles, and publishing companies) is essential to building trust for the publishing brand, communicating to customers what the brand stands for, and helping to navigate them through their purchasing decisions. Lightning Source (based in the United States) is capitalizing on the industrial book-on-demand model in run lengths of one by using more than 20 web and sheet fed presses from Océ.

Advance into New Opportunities

Recognize the Advantages

Essentially, there are four characteristics that make digital printing so appealing for publishing production:

- Significant cost advantages over conventional methods for printing short runs of under 3,000 units due to the relatively low fixed costs
- Flexibility, permitting last-minute changes and content updates
- The only color element of typical trade books such as novels is the cover. The Canon imagePRESS® color series of digital presses produces consistent high quality covers on heavy stock up to 325 gsm (120 lb cover).
- Photo books only work with full color—with detailed, sharp images on glossy, matte, and specialty stocks, the Canon imagePRESS delivers the outstanding image quality that photo books demand.

The intelligent combination of these properties is the driver for on-demand production of books in exactly the quantities required by the market. High-quality printing of content on typical book paper is now relatively easy to implement, and solutions are available for books in quantities as low as one.

Benefit from the Expertise: Océ Color Solutions for Digital Books

While digital books were traditionally monochrome, productive color presses can now complement or replace offset presses for color book applications. The color content of books varies heavily depending on the type of book. Océ provides solutions for virtually all book applications. For example:

- The majority of digitally printed books is still monochrome. The Océ ColorStream® 10000 Flex (with b/w speeds up to 1,515 ppm, near-perfect front-to-back print registration, and the ability to handle ultra-lightweight media) is the solution of choice in the industry for monochrome book production.
- Educational, scientific, technical, and medical books, booklets, and manuals with monochrome and/or full color content are an ideal fit for the Océ Inkjet family, including the new Océ ColorStream 3500 and the Océ JetStream

family. In addition, with the ability to mix color and monochrome pages in one run, the Océ ColorStream 10000 Flex can run these types of jobs that weren't previously affordable or even possible on one system.

- The only color element of typical trade books such as novels is the cover. The Canon imagePRESS Color series of digital presses produces consistent high quality covers on heavy stock up to 325 gsm (120 lb cover).
- Photo books only work with full color—with detailed, sharp images on glossy, matte, and specialty stocks, the Canon imagePRESS delivers the outstanding image quality required for photo books.
- Some trade books such as travel books or (auto) biographies often include selected color blocks printed on coated substrates. With Océ PRISMAprepare™ software, Océ provides an effective automated solution for digitally separating color pages from b/w pages. Monochrome books sections can be produced to the highest quality standards on the Océ VarioPrint® 4000 and 6000 presses. Color sections, for example on coated media, are a perfect fit for the Canon imagePRESS, and Océ PRISMAprepare brings it all together. For books having both color and monochrome content, Océ PRISMAprepare is the key component to automatically split the color to the color machine and then merge it automatically as inserts into the monochrome document during production.
- For short-run book publishing, Océ's printers (monochrome and color) are supported by the Océ On Demand Publishing Solution. One of the largest areas causing book publishers pain is the finishing area. Much time is wasted setting/resetting finishing equipment to handle the variety of book sizes. By using Océ's On Demand Publishing solution, print shops can batch incoming book orders for a more productive output schedule, saving up to 35% in production time. If at any time a book becomes damaged in production or packaging for shipment, a reorder can automatically be generated.

Educational, scientific, technical, or medical books with full color content may be an ideal fit for the Océ JetStream series, replacing offset for run lengths of 3,000 and beyond.

Maintain Profitability

Analyze the Value Chain

Digital book production requires more than technical knowledge. To work out how to deploy technology most profitably for any given task or production step, it is essential to analyze the entire value chain. Just comparing unit costs fails to do justice to the complexity. The comparison must incorporate the entire process, from author to reader. Publishers manage this process, but they do not execute all the steps themselves. Beyond the cost of production, they have a range of other costs (e.g., storage costs and the cost of capital). To identify which production method is the most profitable for the title in question, other processes and cost chains have to be calculated, including:

- Printing costs
- Warehousing and distribution costs
- Pulping / returns
- Sales period
- Cost of capital
- Updates
- Planned run length

Talk to the Experts in Digital Printing

The obvious route to raising profitability in the book market is optimizing costs by raising returns per title or book. Océ offers publishers a concept by which they can produce each of their titles, and keep them available, using the most economical method—printing on demand.



What is “Solutions Selling?”

Elizabeth Gooding

The term “Solutions Selling” has been around for quite a while. Frank Watts laid claim to the term as early as 1975 at Wang Laboratories and started a series of “Solutions Selling” workshops in the early 1980s.

Subsequently, various spin-offs have emerged, each with its own take on the methodology. Nonetheless, all of these spin-offs have shared a core philosophy that sales efforts are most effective when they are focused on identifying and alleviating “customer pain points.” (Sadly, one of the customer’s pain points may be frequent touches from salespeople in person, on the phone, via e-mail, or in the form of social media pokes.)

In the 1980s and 1990s, the solutions selling approach took firm root across the print manufacturing industry. Back in the early 1990s, I remember copier salesmen (and most of them were men at the time) rolling their eyes and saying, “they want us to sell *solutions* now. I think that just means that we’re supposed to sell a bunch of new products that we haven’t been trained on.” I heard comments like this many times at multiple companies. Solutions selling had emerged as a catchphrase for “selling more stuff”... selling software with printers, services with software or finishing equipment, etc. A buzzword was born.

Many manufacturers organized their software, printers, and finishing equipment into cookie-cutter “solutions,” thinking that was enough to empower their sales staff to solve customer problems. Truth be told, these solutions probably were a dramatic step forward for those accounts that fit the target cookie... and when supported with solutions consultants, they probably did increase the size of the overall sale. But if solutions selling means solving a customer’s problem, isn’t it a requirement to have an understanding of that customer and his/her needs? Are packaged solutions in the absence of a methodology or an understanding of the customer’s pain points enough to transform a sales force? In my experience, the answer is a resounding NO!

Today, print service providers of all stripes are being told that they should become marketing service providers (and I haven’t heard many variations in this striping). They are being advised to position themselves to “sell solutions”...

but what does that mean? How does calling yourself a marketing service provider specifically equip you to solve the communications problems of a bank, retailer, fund company, or department manager? In my experience, it doesn't.

Truly becoming a solutions salesperson requires intellectual curiosity, a willingness to listen to customers, a flexible array of offerings, and the ability to refrain from selling any solutions that won't solve a customer's problems. It is about truly engaging with the customer first, educating the customer second, and worrying about what can be sold third. It may sound counter-intuitive to put the sales component last, but trust me... it works and it builds customer relationships that pay dividends for years!

So where does this leave print/marketing service providers who want to embrace solutions sales and solve customer problems? Interestingly, print manufacturers are stepping up to eat their own cooking. Océ's latest webinar, "Selling Marketing Solutions versus Selling Print," is available at www.OceWow.com. The webinar is moderated by Barb Pellow of InfoTrends. Pellow states, "Educating print service providers on how to grow and build their businesses is critical. The Océ Press Go! initiative is designed to help users of its technology build new business strategies that drive volume."

It seems that Océ has:

- Engaged with its customers to understand their problems (how to grow their businesses in a time of technological change and industry consolidation)
- Developed education intended to help customers solve their problems
- Sourced independent experts to ensure that the presentation is not run by "box jockeys" that are really wolves in sheep's clothing

When you get right down to it, Océ is basically using solutions selling to teach solutions selling. I just love it when people eat their own cooking!

Visit www.OceWow.com to view the archived **Selling Marketing Solutions vs. Selling Print Webinar**

Discover the **WOW! FACTOR**

Limitless Possibilities.
Bottom-line Profitability.

The wide-open world of digital printing offers limitless possibilities—from collateral and direct mail to photo applications, from short-run Web-to-print jobs to on-demand book printing and beyond.

But learning how to turn all that opportunity into profit can be challenging. Océ can help you discover ways to manage throughput more efficiently, optimize machine simplicity, price and sell your services appropriately, add social media to your marketing mix, and more. **Wow!**



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