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# SOMETIMES THE GREATEST RISK IS THINKING TOO SMALL.



**DIGITAL PRINTING INSIDER**

**Océ knows.**

GRAPHIC ARTS  
NOVEMBER 2012

## OCÉ KNOWS. OCÉ CARES. OCÉ DELIVERS.

The publishing industry is in a state of transformation. Digital technology is impacting how content is created, stored, printed, distributed, and sold. As a result, book publishing has become one of the fastest-growing applications for digital print providers. Digital print and workflow technologies enable publishers to minimize their risk, reduce inventories, and lower capital expenditures. These cost savings are allowing companies to reinvest in new business models, formats, and distribution channels. Through turnkey production and distribution solutions, print service providers are creating value and increasing revenue streams for their partners and themselves. Learn how they are doing it in this informative newsletter.

### DIGITAL PRINT: THE PUBLISHER'S ANSWER

In the 1990s, monochrome copiers and production digital printers changed the way that many companies delivered product manuals. Although much of that business has moved to digital distribution via CDs, the use of digital printers for book production has continued. Advancements in short-run finishing as well as the addition of cost-effective color have expanded the range of book applications open to production digital print. Additionally, the advent of attractive methods of electronic content delivery has proven not to be a barrier. Recent developments have forced publishers to reconsider what they do.

Today's publishers understand that content is king. Their job is to deliver that content in the form that the market demands. In some cases, demand may be best served by long-run production of many hard-copy books using offset printing presses. Offset is very cost-effective for best-sellers. Increasingly, though, hard copies are not required at all. Readers may wish to consume content on e-book readers, tablet computers, or even their smartphones. At the same time, however, the market appetite for hard-copy books hasn't gone away. Not everyone enjoys the e-reading experience, and others lack the tech-savvy mindset or budget to acquire mobile devices. Although the electronic reading experience is making astounding gains, physical books have been around for a long time. As we have learned from other multi-channel applications (for example, transaction documents and direct marketing), print continues to play an important role because of its permanence, ease of use, and familiarity. Books remain an important channel for content delivery.

In the face of uncertainty, publishers are embracing digital print for a range of reasons, but shorter print runs are a big one. Shorter runs reduce the amount of unsold books, lower storage costs, allow reprinting in smaller batches, and offer the opportunity to print specialty books for niche markets, including self-published books.

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#### FREE Downloads!

- InfoTrends White Paper: *Publishing: A Whole New World*
- WhatTheyThink? White Paper: *Shining a Light on Lightweight Papers*
- Video: *Océ JetStream® 4300 Mono and manroland Book Finishing Solution*
- Booklet: *More Secrets of Savvy Printers*



#### View the Press Demos!

- Canon imagePRESS® Series
- Océ ColorStream® 10000 Flex
- Océ ColorStream® 3500

#### View Webinars On-Demand:

- Book Publishing: Pushing Profit With Digital Technology
- Digital / Short-Run Printing: 10+ Ways to Cut Costs and Drive Revenues

#### Questions?

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## DIGITAL PRINT: THE PUBLISHER'S ANSWER (CONTINUED)



Digital printing offers a flexible solution to provide what publishers need, when they need it, where they need it, and in the quantity required. Publishers understand the value proposition, and everything links to the bottom line. Digital printing technology offers publishers:

- **Risk reduction:** Demand is difficult to forecast, but production digital print technologies enable the economical production of books in small quantities. Publishers can monitor the demand and order only what is required to eliminate warehousing and return costs.
- **Cycle time for on demand:** A number of highly sophisticated on-demand printers are able to turn orders around within 24 hours. Publishers can quickly react to market demands for printed books.
- **Specialty books and fresh content:** Everyone has a story to tell. Digital printing eliminates the minimum quantity requirements and enables the printing of books in very low quantities. Furthermore, every page that is digitally printed can be unique. Digital printing opens up creative opportunities for inline customization, personalization, and real-time marketing activities such as cross-selling or promotional material inclusion.
- **Bottom-line business results:** By following the demand curve more closely and minimizing warehousing and return costs, publishers can have greater inventory turnover and improved profitability.

All of this is made possible by the fact that a digital printer can act as a document warehouse. This opens up opportunities that are simply not possible with long-run traditional print methods like offset. It also sets up a scenario in which short-run and on-demand book printing benefit from the advent of e-books. This positive

impact comes from publishers' changing strategy in which printed books are no longer the primary method of distribution. As their content shifted away from books only, they had to flexibly format their titles to enable electronic and print delivery. Having this content in both forms is a basic requirement for e-books and digital print. It's a side benefit of the technological evolution that puts digital print in a good market position.

The changing publishing market has also given individual authors control that they never had before. Blogs and social media are marketing tools that have the potential to reach new audiences. Online services for authors mean that they can promote and sell their content without having to manage the process of taking credit card orders and shipping books. This is a very exciting time for content creators.

The book publishing market has changed, and this evolution presents an opportunity for print service providers who can meet the needs of publishers seeking a modern mix of short-run, on-demand, and electronic delivery of book content. The key is in delivering the benefits of production digital print to the publisher. Solutions to supply chain problems, added content flexibility, and creating new revenue opportunities will be welcomed with open arms by publishers of all types and sizes. In addition to traditional publishers, the benefits exist for all types of content creators – photo book sellers, self-publishers, non-profits, and corporations all stand to benefit from this ongoing publishing revolution.

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Download the InfoTrends white paper titled  
*Publishing: A Whole New World.*



## SHINING A LIGHT ON LIGHTWEIGHT PAPERS: A DIGITAL PRINTING BREAKTHROUGH

We've all seen them: Bibles, directories, prospectus documents, and other publications printed on paper so thin you can almost see through it. And those pharmaceutical inserts that seem to be folded a gazillion times before they are inserted into tiny boxes. These printed products have typically been produced in long runs using conventional offset printing, bucking the trend of shorter runs with more customized content. Why? Because paper that thin simply can't be run through a digital press, especially a sheetfed digital press... until now.

This white paper discusses how revolutionary technology in both web- and sheetfed digital presses has brought lightweight papers and the applications that require them into the realm of digital printing, while at the same time opening the door to new applications and cost savings on existing applications.

### Legally Speaking...

Legal Directories Publishing Company, Inc. is – well – a publisher of legal directories and bar association pictorials. These aren't just any legal directories. They have lots of helpful features that ensure that important contact information is at the fingertips of legal professionals in 22 states. And there is lots of information. Some directories for larger states like Texas have to be produced in as many as four volumes.

According to Richard Klein, Manager at Legal Directories, directories are printed in multiple sections on either yellow, blue or white paper, with the bulk of the book being the section of listings of attorneys practicing or licensed to practice in a particular state, which is printed on white paper. These books were being produced on a Komori® 40" perfector offset press as 32-page signatures, folded down to finished size, placed on a skid and sent out to a bindery to collate, bind and send back as finished books.

“This is our first foray into digital printing, and we are now using it for absolutely everything. In fact, we took the offset press out of commission two months after we installed the Océ VarioPrint system.”

— Richard Klein  
Manager at Legal Directories Publishing

Directories can range from a few hundred pages to over 1,000 pages. For example, in the case of Texas, the last directory was over 5,000 pages broken out into four volumes. Book counts range from 1,000 to 10,000.

“Because of the volume of pages,” Klein says, “these directories must be printed on lightweight paper. In our case, we are using 16 lb. bond paper. Because we need to produce a directory about every two weeks, we were looking for a way to cut cycle time and cost out of the process.”

After looking at various options, Klein learned that the Océ VarioPrint® 6000 Ultra Line press could run lightweight sheetfed paper on Océ approved media with specifications ranging from 27 to 35 lb. offset text. “Océ was willing to work with us to test even lighter weight paper,” he says. In addition



## SHINING A LIGHT ON LIGHTWEIGHT PAPERS: A DIGITAL PRINTING BREAKTHROUGH (CONTINUED)

to the Océ VarioPrint 6000 Ultra Line press, the company acquired a Canon imagePRESS C6010 digital press to produce color covers for the directories.

"We had looked at digital before," Klein adds, "and the biggest problem, besides the difficulty running lightweight stock, was sheet size versus registration. Some of our books are 6"x 9", which we wanted to run 4-up on 12.5" x 18.5" paper with only about a  $\frac{1}{8}$ " leeway for trim. What impressed me about the Océ VarioPrint 6000 Ultra Line press was its tight registration that allowed us to meet those specifications and the sharp reproduction of photos in our pictorial directories."

Legal Directories feeds white paper into the sheetfed press from a roll, and blue and yellow sheets are fed from input trays on the press. "There are several advantages for us in being able to move this to digital," Klein says. "First of all, we only need one operator to run the press, versus three with the Komori and pre-press operations. Secondly, the books come out of the press pre-collated, saving a lot of time, cost and potential for error. Finally, this press just runs and runs. When the operator leaves at 3:30 in the afternoon, we have jobs queued up to run unattended for several hours more. We rarely have an issue with the unattended operation; so, in effect, we get almost two shifts out of one operator."

### Light Beach Reading

Well, maybe *War and Peace* isn't exactly beach reading. But if you did take it with you in paperback, you certainly wouldn't want to lug two volumes along. One volume in hardcover is an option, but wouldn't it be nice to have one volume in paperback that weighs a lot less?

Using lightweight paper and the Océ VarioPrint 6000 Ultra Line sheetfed press, *War and Peace* can be printed in one paperback volume. This offers an obvious advantage for the intellectual beach-goer, but it is also an example of the benefits of digital printing on lightweight paper for book publishers, printers and retailers. Using *War and Peace* as an example, Table 1 breaks out the costs for printing the book in paperback, comparing traditional versus lightweight papers.

For example, a traditional two-volume paperback version of *War and Peace* shipped two-day USPS from Chicago to Miami would cost \$17.11 for paper and shipping, not including covers, while the same book, printed on lightweight stock in one volume would cost \$10.77 for paper and shipping not including covers, an overall cost savings of 37%. As you might imagine, these costs can add up quickly.

**Table 1: Printing Lightweight Delivers Savings Throughout the Printing and Shipping Process**

Component	Description	Cost	Savings
Book Block Printing, Traditional	60# Lynx opaque smooth, 12"x18" sheets	194 sheets \$0.0338/sheet = \$6.56 per book	
Book Block Printing, Lightweight	Ariva/Océ 30# Digital opaque smooth 87 bright, 12"x18" sheets	194 sheets \$0.0149/sheet = \$2.72 per book	59% or \$3.84 per book
Cover, Traditional	100# Chorus Art Gloss Cover white	2 covers with traditional = 2-volume set	
Cover, Lightweight	100# Chorus Art Gloss Cover white	1 cover with lightweight = 1-volume set	50%
FedEx Shipping, Traditional	2 volumes, Chicago to Miami, FedEx Ground (2-day)	\$9.68	
FedEx Shipping, Lightweight	1 volumes, Chicago to Miami, FedEx Ground (2-day)	\$7.51	22% or \$2.17 per volume shipped
USPS Shipping, Traditional	2 volumes, Chicago to Miami, USPS (2-day)	\$10.55	
USPS Shipping, Lightweight	1 volumes, Chicago to Miami, USPS (2-day)	\$8.05	24% or \$2.50 per volume shipped

## SHINING A LIGHT ON LIGHTWEIGHT PAPERS: A DIGITAL PRINTING BREAKTHROUGH (CONTINUED)

These advantages have not gone unnoticed in the book printing marketplace. According to Océ, its largest book-printing customer has grown its fleet size by 25% in 2012 with more than 50 Océ print engines in production in five locations across the U.S.

### Weaving a Gossamer Web

Lightweight digital papers can also benefit applications that are run on roll-fed digital presses with many of the same benefits.

For example, McArdle Solutions, founded in 1947, has a unique inline manufacturing system comprised of a 4-color Océ ColorStream 10000 Flex web press with an inline Hunkeler UW6

***"The Océ ColorStream 10000 Flex press generates very little waste and is cost effective..."***

*– Lisa Arsenault  
President of McArdle Solutions*



unwinder, CS6 rotary cutter and Standard Horizon StitchLiner 6000 Digital Saddlestitcher.

The Company's President, Lisa Arsenault, reports that many of the applications the company produces for its financial services, health care, association, and other customers require lightweight paper. These include regulatory reporting, mutual fund statements, prospectus documents, directories, and other 4-color perfect bound reports. Previously, these applications were run on two offset web presses.

"As the market for print continues to consolidate," says Arsenault, "we, like many other firms, have seen a strong demand for shorter runs that were not cost efficient to run on offset web. Roll-fed digital printing, especially for lightweight papers, has now reached a point where it is competitive at high enough run lengths for it to make sense for us. On shorter runs, there is simply too much waste generated by web offset; our Océ ColorStream 10000 Flex press generates very little waste and is cost effective for runs as high as 1,000 to 2,000 units."

Arsenault points out that McArdle uses these numbers as a general transition point between offset and digital, adding, "Of course, if you are talking about variable data, we may be running as many as 100,000 units digitally."

Although McArdle purchased the Océ ColorStream 10000 Flex press to migrate existing work from offset to digital, Arsenault indicates that the company has also been able to secure new work it couldn't do before because of the ability to produce shorter runs on lightweight paper. "We are primarily using Twin Rivers 30 lb. Lightweight," she says. "Some documents are self-cover, and for others, we print a cover on heavier stock and merge it with the document during inline finishing."

Arsenault is also very pleased with the unique inline configuration the company was able to acquire by working with Océ and Standard Finishing that gives the company a significant competitive advantage in the short-run arena.

"After we acquired the Océ ColorStream 10000 Flex press," Arsenault adds, "we were able to completely shut down one of our offset webs, keeping the other one for long runs. And the Océ only requires one operator per shift – our web presses required three per shift, so we have seen a significant labor saving as well."

Read more...

**Visit [OceProductionPrinting.com/GA](http://OceProductionPrinting.com/GA)**

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*Shining a Light on Lightweight Papers:  
A Digital Breakthrough*



# INVESTING IN THE FUTURE CAN BE RISKY BUSINESS.

Océ knows. So do savvy printers. Digital technologies, in both print and Internet environments, are changing the way marketers across the globe are selling products and services. To keep up with these advances, traditional printers are now investing in digital tactics to achieve greater results for their clients and to secure a growing bottom line for themselves.

## AllenGroup

The AllenGroup, a full service printer and provider of integrated marketing and campaign services, started to move into digital technologies in 2003 when their customers began demanding more agency-oriented services. With a focus in the healthcare and insurance industries, Arna Marketing, a subsidiary of the AllenGroup, began offering secure, accurate data and deliverables management. They have leveraged digital print technologies to manage massive amounts of data and variable-data print processes while delivering high-quality customized communications that meet HIPAA standards of confidentiality of personal information. They use several Océ Ultra VarioPrint 6250s and a Canon imagePRESS to meet these strict requirements. Their agency-oriented creative and data processing skills, along with the ability to manage clients' needs for secure data and fully customized pieces are key differentiators for Arna Marketing and AllenGroup.

## GlobalSoft Digital Solutions

GlobalSoft Digital Solutions, an early provider of web-enabled marketing supply chain management solutions, saw an opportunity to reduce costs and save time in managing corporate identity/ brands for organizations seeking turnkey marketing solutions for maintaining consistency across all documents, collateral, and premiums that carried the clients' logo. They engage during the planning process to be certain that client marketing programs are designed to be efficient and effective, resonate with their customers, and reach them at critical moments in the brand's lifecycle. Christopher Petro, GlobalSoft Digital Solutions President and CEO, states, "Start NOW if you aren't already offering these services to your customer base. Define the processes, people, and partners that can take you where you need to be."

## SourceLink

Marketers of all sizes are seeking providers that can create data-driven programs to acquire new customers, cross-sell and up-sell to existing customers, nurture new leads, increase customer satisfaction, and retain customers. SourceLink President and CEO Don McKenzie says, "We blend the science of data with imagination. It all starts with data because data is what drives understanding and customer insight. From there, we work with our customers to design and deliver what we call "illuminated" customer communication programs." Print is an integral part of SourceLink's overall service offerings. They have recently installed



an Océ ColorStream 3500 inkjet printing system. This will become a critical part of their multi-channel marketing environment as they take advantage of its high-speed, continuous feed, full-color variable printing capabilities. SourceLink has combined print with other media to create a full cross-media services portfolio. With revenues exceeding \$70 million, they are now positioned to be a partner that thoroughly understands data, digital asset management, and how to coordinate complex campaign metrics into an automated marketing platform.

## Spectra Integration

Spectra Integration is a full-service incentives, marketing, print, and fulfillment company that is focused on integrated strategies and technologies to help its clients grow their business. They have created a unique, secure, online e-business for clients and their authorized users to process pricing requests, order print, transfer files, review status updates, and more via web-to-print portals. These capabilities are available 24/7 through standard Internet browsers, making the entire print buying process easier, reducing response time and accelerating production. According to President Walter Kohn, "It has been a journey and an evolution. Five years ago, 95% of our business was print-related and 5% was fulfillment. Today our revenue distribution is 50% print, 25% mailing and fulfillment, and 25% incentive and loyalty programs. We have clearly become a marketing services provider."

## Zebra Print Solutions

Today, the commercial print providers who thrive are those willing to retool, and offer the right portfolio of services and solutions to meet today's customer needs. Zebra Print Solutions is doing just that. They are a full-service print provider that is enjoying steady growth thanks to its focus on helping customers succeed, improving processes, and leveraging technology to improve accuracy and productivity. With the help of two Océ VarioPrint 6200 monochrome printers and two Océ ColorStream 665 continuous feed color printers, Zebra produces nearly four million impressions a year. The Océ devices are combined with a streamlined workflow allowing delivery of 99.8% of their jobs on time with turnarounds typically within 24 hours of receiving an order.

At Océ, we also believe that our strength is in the success of our customers. To that end, we are happy to share our knowledge of digital print solutions and the experiences of our customers who have embraced change, minimized risk and invested in their futures.

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*More Secrets of Savvy Printers.*



## IT'S NOT FINISHED UNTIL IT'S FINISHED!

Without binding, a book is just a stack of pages. Finishing and binding have implications for a book's usage, purpose, and longevity. In the past, print service providers often outsourced their bindery work. With automation advances in binding techniques, more print service providers are bringing their binding work in-house. In addition, many binderies have added production digital print services. Today's short runs and quick turnaround times make it harder to outsource the bindery work.

Stitching, mechanical, and soft cover binding can all be accomplished inline with many digital print processes. The ability of digital printers to insert front, back, or wrap-around covers and then bind them into a finished book is a key production advantage. These processes may also occur off-line, but even then it is possible to automate the process by transferring job set-up data to the binding equipment. This technique is known as "near line" or "automated off-line" finishing.

Océ has a variety of finishing options and alternatives; one example specific to the book market is the Océ BLM550. This inline booklet maker produces books with a thickness of up to 10mm and combines the four processes of saddle stitching, folding, spine forming, and trimming in a single machine. Capable of producing trimmed books of up to 220 pages, the Océ BLM550 provides an elegant, state-of-the-art bookmaking solution for cut sheet printing environments.

The new Océ JetStream 4300 inkjet printer is a 200 m/min full-color roll fed production printer with a 30" wide paper transport and is therefore an ideal solution for book, magazine, newspaper, and transaction printing. The Océ JetStream 4300 mono system



has been integrated with a manroland book finishing solution to produce monochrome trade books. Trade books, for example in the 6" x 9" (152 mm x 229 mm) format, can be printed 4-up, producing up to 1,800 256-page books per hour. This range of productivity strongly drives the economies of scale in favor of the print provider, lowering the costs per book or newspaper produced.

As time goes on, the demand for print books produced "just-in-time" will grow by leaps and bounds. Never before has it been commercially so attractive for a commercial print provider to move short and medium run-length book production from offset to digital printing. As service providers evaluate digital print solutions, finishing systems are stepping to the forefront of the discussion.

### Visit [OceProductionPrinting.com/GA](http://OceProductionPrinting.com/GA)

View the video *Océ JetStream 4300 mono and manroland Book Finishing Solution* to see how they work in close cooperation in book production.



#### There are four basic types of binding:



- **Stitching:** Center stapling (also known as saddle stitching) is a common technique that is suitable for booklets. Nevertheless, this technique becomes less desirable as the page count rises.



- **Mechanical:** A mechanical bind uses wire or plastic coils to bind a stack of pre-punched pages. Mechanical binds have the advantage of allowing the book to open flat, which is a valued feature for cookbooks and operating manuals.



- **Soft Cover:** Soft cover or "perfect" bindings, used for a wide range of paperback books, are the most common binding type. The spine of the book typically has glue applied to it, which holds the book block together and adheres the cover to the book.



- **Hard Cover:** Hard cover or "case bound" bindings are often used for first printings of many trade and educational titles. These books may also have dust jackets. Case binding is also a popular choice for photo books due to its protective nature, aesthetic appeal, and other "luxury" attributes.



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There's a solution for every business challenge. But when you're working in a multi-vendor, multi-location environment, the biggest challenge can be making all of those solutions work together. Océ delivers with full, end-to-end solutions based on Océ PRISMA® workflow software, one of the most consistent, open, and compatible platforms in the industry.

**Océ  
knows.**

**OCÉ KNOWS. OCÉ CARES. OCÉ DELIVERS.**

Océ knows production printing. With a company history of 130+ years, Océ has a reputation for high speed and rock-solid reliable solutions that produce outstanding quality prints. Customers recognize the application versatility, workflow expertise, and award-winning service that Océ consistently delivers across a broad range of end-to-end solutions – from cutsheet to continuous feed, monochrome to full-color, and toner to inkjet. These proven, scalable solutions are customized for your business, backed by unparalleled award-winning service, and built to last. Grow your business, improve profitability, and wow your clients with Océ production printing solutions. [Visit www.OceProductionPrinting.com](http://Visit www.OceProductionPrinting.com).



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