

FinishLine.

Customer Profile

Merrill chooses Standard Finishing as its digital partner

Customer Profile

Liberty University controls costs while delivering unmatched results

News

New Standard Horizon SmartSlitter enables you to crease, perforate, and slit in both directions

Liberty University Print Shop draws from Horizon finishing solutions to meet growing demands of 16 colleges and schools.



Merrill Corporation adds a full suite of Hunkeler and Horizon equipment to its new digital finishing operation.

See details inside...

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Welcome

Paul Steinke Promoted to National Sales Manager

Standard is pleased to announce the promotion of Paul Steinke to National Sales Manager, reporting to the Director of Sales, George Vergilis. Steinke is a seasoned sales professional who brings over 30 years of industry experience, technical background, applications knowledge, and strong customer focus to this new role. Paul is taking the reins of a well-established network of graphic arts dealers and an experienced sales team that provides coast-to-coast coverage and support to Standard's North American dealer network, customer base, and printer vendor partners.



New Horizon SmartSlitter

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A Diverse Community of Trendsetters...

We've been heading to Chicago for over three decades to participate in the print industry's largest event in the Americas, and this year's Graph Expo was another perfect example of why we attend. It was four days of busy traffic, order-writing, countless demonstrations, and lively discussions with prospective and long-standing customers which only reinforced our confidence in the future of print. Next September, this annual event will step outside the Windy City for one year before returning for PRINT 17. Our commitment to the show and printers who attend remains strong. Standard will continue to invest in exhibit space and resources in Orlando as we look forward to the opportunities offered by this new venue and location.

Graph Expo reminds us each year of the diverse community of print service providers that we support. In our booth, we met with commercial, book, and quick printers, financial and transactional printers, digital printers, and in-plants of all sizes. Fittingly, this issue's feature articles come from two very different customers with a common goal. Merrill Corporation, with multiple locations nationally and globally, provides complex and confidential digital print services for the financial and health insurance industries, while the in-plant print shop at Liberty University in Virginia supports the institution's marketing and recruitment efforts. Both rely on Standard solutions to deliver a variety of high-quality, personalized finished documents to their clientele in a cost-effective and timely manner.

The new equipment we debuted at Graph Expo has found its permanent home at our National Demonstration and Training Center in Andover, MA. We're excited to welcome the new Standard Horizon SmartSlitter and Standard Hunkeler DP8 Dynamic Perforating and Punching Module. More information on both solutions is included in the pages that follow.

Thank you for adding your value to the important role of print!

Doug Reny
Vice President of Operations

David Reny
Executive Vice President

Steven Reny
President

All-in-one Horizon SmartSlitter takes smart sheet processing to new heights.

New Finishing Capabilities Unveiled in World Premiere.



Slit, gutter cut, edge trim, cross-cut, perforate, and crease... *All In One Pass!*

At the recent Graph Expo, Standard introduced the new Horizon SMSL-100 SmartSlitter, an all-in-one smart sheet processing system that can perform multiple functions in one pass. The SmartSlitter has been designed to take larger size parent sheets (from 8.5" x 8.5" up to 14.56" x 26.37") and process them down to smaller finished product (just under 2" x 2") or product that's prepared for the next finishing step. The system can slit, gutter cut, edge trim, cross-cut, perforate, and crease — all in a single pass for a vast and varied range of output possibilities.

Innovative Features

The SmartSlitter offers a host of innovative features for easy operation and production flexibility. Perforation, creasing, and slitting can be performed in both horizontal and vertical directions in the same pass. The skip perforation feature can produce T- and L-perfs ideal for coupons,

tickets, and business reply cards. The system can also deliver multiple-up greeting cards with or without creasing, table tents, invitations, and much more with both matrix and rotary creasing. For applications such as accordion folded pieces or perfect bound books, up and down creasing can be performed in one pass. Standard size business cards can also be printed 21-up on a sheet and processed to a receding stacker for easy handling.

Print Mark Registration

Designed for both offset and digitally printed output, the SmartSlitter comes equipped with print mark registration to accommodate image shift in both directions. And, in legendary Horizon style, the color touch screen monitor features a simple user interface which

includes job setup via barcode or data matrix.

In Chicago, crowds gathered to watch the SmartSlitter in action, producing coupons with multiple perforations including T- and L-perfs, direct mail pieces, business cards, greeting cards, 2" x 2" game cards, book blocks and covers for perfect binding. Bob Flinn, Director of Business Development at Standard, demonstrated automated set-up between four different jobs via a data matrix code printed on each sheet, which also served as the registration mark to adjust for digital print image shift. If you did not have a chance to see it live at Graph Expo, scan the QR code below to see the video, straight from the show floor!



Scan this code with your mobile device and see the SmartSlitter demonstration at Graph Expo!

On the Cover

(Left to Right)

Merrill Corporation

JR (Harold) Raynor
Director of Print Operations
Michael O'Laughlin
Print Operations Manager
Tom MacDonald
Print Operations Manager

Liberty University

Bob Boyer
Sr. Dir. of Fulfillment, Postal Services, Print Shop, and Warehousing
Danny Horsley
Print Shop Manager
Ronnie Young
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Strong partnerships are key!

“Our business is dynamic and fast-paced,” states Pat Foley, Senior Vice President of Operations for Merrill. “We need a great relationship with our finishing partners, and Standard Finishing provides that.”



Depending on the nature of the job, printed rolls are transferred to one of two combination lines for book block production or processing into finished booklets on the Standard Horizon StitchLiner 6000 Digital Saddlestitcher (shown at right).



Two Standard Hunkeler/Horizon combination lines have been customized as Roll-to-Booklet/Roll-to-Stack in one system.



Books blocks from the combination line are delivered to the Standard Horizon BQ-470 Perfect Binder and HT-80 Three-knife Trimmer and finished into books.



Merrill's new digital finishing configuration includes two Standard Hunkeler Roll-to-Roll systems running inline with the Ricoh presses.

40 years as an industry-leader providing integrated documents and distribution services.

Merrill Corporation Chooses Standard Finishing for New Digital Operation.

Financial services and health insurance industries rely on Merrill to handle their regulatory documents.

Trusted with complex, confidential and regulatory information for more than 40 years, Merrill Corporation is the industry-leading provider of integrated document creation and distribution services for the financial services and health insurance industries.

“We digitally print personalized and confidential documents across our platform, which includes production facilities in Sartell and St. Cloud, Minnesota, and Grove City, Ohio,” explains Pat Foley, Senior Vice President of Operations for Merrill. “We have chosen to extend this production capability into our Union, New Jersey location which historically has offered offset print capabilities for financial and health insurance regulatory documents.”

Offset-to-Digital Migration

JR Raynor, Director of Print Operations, adds, “We installed our first digital presses in this facility earlier this year to accommodate the need to move more volume from

offset to digital. And we also, of course, needed new finishing lines to go along with them.”



The team at Merrill worked with Standard to develop a customized finishing solution for their Union, NJ facility. (L to R) JR (Harold) Raynor, Director of Print Operations; Michael O’Laughlin, Print Operations Manager; Tom MacDonald, Print Operations Manager.

“We put together a roadmap that has been the foundation of our investment strategy with respect to print and finishing,” he says. “The marketplace has changed – shorter run lengths and faster turn times drive a move to a digital environment. Offset is not going away, but we understand that our clients need a blended manufacturing platform, and that’s what we are delivering.”

Choosing the Best Partners

Merrill as a company is not new to the world of digital print. Foley comments, “Because of our familiarity with the digital environment, we were able to fairly quickly narrow the field of vendor partners for printing and finishing. We then did extensive testing to find the best solution, matching the quality

expectations of our customers to the economic considerations of digital print and finishing capabilities. And the solutions had to

be easy to use and flexible. We don’t just produce one type of product. We need to be able to quickly and easily move to different sizes and page counts, and work with paper stocks ranging from 27 to 50 lbs.”

The end result was the installation of two Ricoh InfoPrint 5000 production inkjet presses along with a full suite of finishing solutions from Hunkeler and Horizon. “As a company,” Raynor says, “we have had a long-term relationship with Standard Finishing here in North America, and we have been very pleased with the level of service and support they offer. The blend of Hunkeler and Horizon equipment gave us the finishing quality and flexibility we needed to produce sheet-based applications, booklets and books using a roll-to-roll workflow with nearline finishing.”

The Details

Merrill’s new digital finishing configuration includes two Standard Hunkeler Roll-to-Roll systems running inline with the Ricoh presses for unwinding, printing, and rewinding. Printed rolls can then be transferred to either of two Standard Hunkeler/Horizon combination lines which have been customized as Roll-to-Booklet/Roll-to-Stack in one system. This unique solution can stack and output fully separated book blocks for perfect binding, or cut sheets can bypass to the inline Standard Horizon StitchLiner 6000 Digital Saddlestitcher to deliver finished saddlestitched booklets, depending on the nature of the print job. Merrill also houses a Standard Horizon BQ-470 Perfect Binder and HT-80 Three-knife Trimmer to process the books blocks from the combination line into finished books.

The blend of Hunkeler and Horizon equipment gave us the finishing quality and flexibility we needed.

“We went with a nearline solution in order to maximize the output of the print engines,” Raynor adds. “The finishing line is literally four feet from the press. And that has turned out to be a successful strategy, with our printers running at maximum capacity.”

“Finishing setup is fast on the digital lines,” Raynor says. “On the offset side, makeready on a saddlestitcher can be up to a half hour. With our new digital finishing lines, we are already programmed for our most common sizes, so all we do is set up the roll and we quickly get to a finished book. And, we can easily switch from one size to another within the same roll.”

The Importance of a Reliable Partner

“Our business is dynamic and fast-paced,” Foley states. “We need a great relationship with our finishing partners, and Standard Finishing provides that.” A case in point was a construction delay at the Union site that pushed back implementation for a few weeks. “We were heading into peak season,” he adds, “and any delay would have been a significant issue in our ability to meet service level agreements. Standard Finishing worked with us to get our operators fully trained before our equipment was even installed, and the result was a team that was ready to roll as soon as installation was complete.”

Another example of the solid relationship, according to Raynor, was Standard Finishing’s approach in responding to Merrill’s needs. “We didn’t have a specific configuration in mind,” he says. “We explained what we were trying to accomplish and they came back with a spot-on recommendation that was neither more nor less than we required.”

Cost Savings is Paramount

Since the equipment was installed in December of 2014, the department has been able to deliver significant savings on work previously outsourced. The shop has also been able to deliver against requirements that would have been impossible for an outside vendor.



A Standard Horizon StitchLiner 5500 Saddlestitcher with HOF-400 Sheet Feeder processes digitally collated output from the HP presses into professionally finished booklets, while a BQ-270V Perfect Binder with HT-30 Three-side Trimmer is used to achieve high-quality on-demand production of variable thickness books.

Lynchburg, Virginia Liberal Arts Institution

Liberty University: Heroes At Work!

University Print Shop is driving force behind printing and finishing demands of 16 colleges and schools.

The Liberty University Print Shop supports marketing and recruiting efforts for Liberty University, a liberal arts institution with 16 colleges and schools. Liberty offers programs in fields such as medicine, religion, law, aviation, cinematic arts, psychology, business, and more. Located in Lynchburg, Virginia, the University offers more than 200 undergraduate and graduate residential programs in world-class facilities.

Start-up Operation Takes Shape

The University Print Shop produces a wide range of materials including perfect bound and saddle-stitched booklets as well as folded brochures, event materials and signage using an HP Indigo 7800 digital color press and an HP Scitex FB 500 large format press. The shop has a full bindery that includes key pieces of Standard Horizon finishing equipment to handle the heavy and varied workload. A Standard Horizon StitchLiner 5500 Saddlestitcher with HOF-400 Sheet Feeder processes digitally collated output from the HP presses into professionally finished booklets, while a BQ-270V Perfect Binder with HT-30 Three-side Trimmer is used to achieve high-quality on-demand production of variable thickness books. The operation also includes a fully-automated AFC-566FG Folder and RD-3346 Rotary Die Cutter.

"We are a brand-new start-up operation," says Bob Boyer, Senior Director of Fulfillment, Postal Services, Print Shop, and Warehousing, "so we had the luxury of designing a solution without having to consider a legacy installation. Marketing's printing needs demanded more control and flexibility in the printing process, which was previously outsourced. We determined that an in-house operation would deliver cost reduction, more control and the ability to incorporate variable imaging into our marketing materials."

In designing the system, Boyer and his team evaluated several digital press solutions in an RFP process. "HP Indigo and the HP team offered the best fit for our current needs, with opportunities for expanded capacity in the future," he adds.



The Liberty University Print Shop supports the institution's marketing and recruiting efforts with a full suite of Standard Horizon equipment along with two HP presses. The management team (L to R): Ronnie Young, Project Manager, Print Shop; Danny Horsley, Print Shop Manager; and Bob Boyer, Senior Director of Fulfillment, Postal Services, Print Shop, and Warehousing.

In making the final bindery decisions, Boyer, along with Danny Horsley, Print Shop Manager, and John Fleming, President of local Standard dealer, Consolidated Marketing, traveled to Boston to visit the Standard Finishing showroom. "We were very pleased with what we saw," Boyer reports. "We saw a great deal of potential for meeting our current and future needs, and the training facility is very impressive. With the configuration we selected, we have plenty of capacity, even if we choose to add another digital press."

The Liberty team was impressed by the durability of the equipment as compared to some other brands they

considered, as well as the ability to automate the finishing process. "I come from a traditional print background," Boyer explains, "where it could take the better part of a day to set up a stitcher. Our setup on the Standard Horizon StitchLiner is already so much more efficient, and we will reduce that to less than five minutes when we implement HP's Direct2Finish solution. If you don't need to add a stitch head or put a center

cut knife in, you just scan a barcode and push start!"

Horsley adds, "We also had the benefit of our marketing department providing us with samples of all of the established pieces we would be expected to produce. Standard Finishing was the only one that could deliver the commercial quality we had been getting from outside vendors. And visiting the Standard Finishing showroom was like being a kid in a candy store!"

In three hours, we delivered 1,000 each of 20-page CD-sized books, class schedules, 8-page booklets, and folded 11" x 17" campus maps, all in color.

Controlling Costs and Delivering Unmatched Results

The Liberty University Print Shop operates as a cost savings department. "We have first right of refusal on work from the marketing department," Boyer says, "and as jobs come up for redesign, the parameters of what we can produce will be considered so that as much work as possible remains in-house."

Boyer reports that since the equipment was installed in December of 2014, the department has been able to deliver significant savings on work previously outsourced. The shop has also been able to deliver against requirements that would have been impossible for an outside vendor. He cites one case in particular, saying, "We host a 'College for a Weekend' event

where students considering Liberty stay on campus for the weekend, getting a real feel for what student life is like here as they make their decision. In March, 4,000 people signed up for the event, but 5,000 showed up and we didn't have enough materials for everyone. We had already closed the print shop for the weekend and were on our way home when we got a panicked call. In three hours,

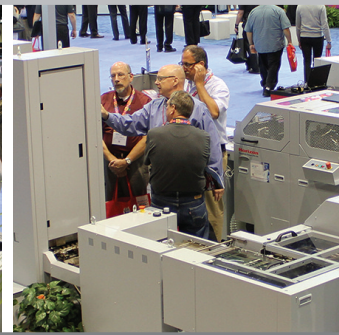
we were able to deliver 1,000 each of 20-page CD-sized itinerary books, 4.25" x 5.5" class schedules, a 6.25" x 9.5" 8-page booklet, and 11" x 17" campus maps folded to 8.5" x 5.5", all in color. We used the HP Indigo, the StitchLiner and the folder to accomplish this, and it made us look like heroes! There is no way we would have been able to meet this need without the HP Indigo and our Standard Finishing solutions. While no one likes emergencies, especially on a Friday evening, it is rewarding to be able to respond the way we did. It was a great test of the capabilities and proved that we made the right decision."

Finishing Technicians Robbie Young (L) and Jesse Griffiths (R) rely on the quick setup of the Standard Horizon StitchLiner Saddlestitcher to deliver upon the University's most critical deadlines.





Standard created a complete feeding and finishing experience featuring the Hunkeler Roll-to-Stack Solution (pictured here) and Hunkeler/Horizon Roll-to-Booklet Solution (at right).



Graph Expo 2015, McCormick Place, Chicago IL

A Showtime Success!

New products and strong demos draw non-stop traffic.

This year's Graph Expo, appropriately themed "Transform," challenged visitors to change the way they do business in an evolving marketplace. With over 400 exhibitors presenting the most in-demand products, ground-breaking technologies, and new profit-making opportunities, attendees had the chance to fully explore that transformation. Non-stop traffic, plentiful new leads and sales, high-level decision makers, and more in-depth discussions were all strong indicators of the resiliency and optimism of an industry clearly willing to transform.

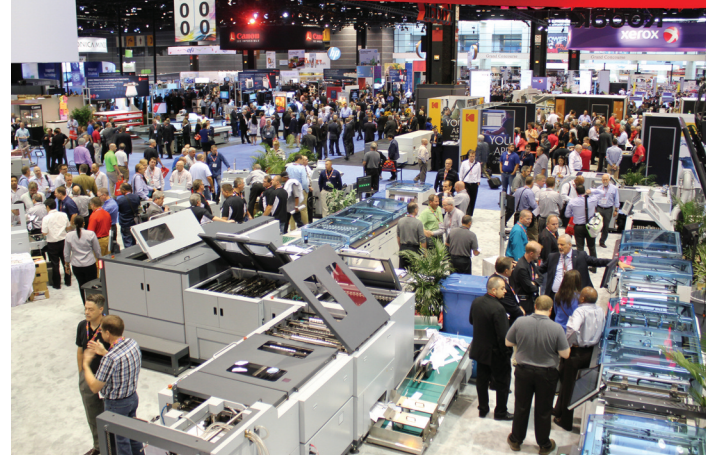
And Standard was front and center, with one of the largest booths on the show floor, transforming paper into a myriad of finished products to demonstrate advanced automation, innovative features, and greater flexibility. Standard created a complete feeding and finishing experience for the user with a full-range of equipment producing saddlestitched booklets, calendars, greeting cards, folded brochures, door hangers, stickers, labels, direct mailers, perfect bound books, and much more.

Crowds gathered to see a world premiere of the new Standard Horizon SmartSlitter, an all-in-one smart sheet processing system that can slit, gutter cut, edge trim, cross-cut, perforate, and crease all in one pass. (Turn to page 3 for more

details!) Standard also debuted a brand new dynamic perforating and punching module from Hunkeler of Switzerland.

The new Hunkeler DP8 Dynamic Perforating and Punching module was running as part of a Roll-to-Booklet Solution, processing pre-printed rolls into finished booklets with dynamic perforations throughout at speeds up to 600 fpm. The line also featured the Hunkeler UW6 Unwinder and CS6-I Cutter inline to the Horizon StitchLiner 6000 Digital Saddlestitcher, and was equipped with the Hunkeler WI6 Web Inspection System for full quality and integrity checking and tracking to the finished document. The Hunkeler DP8 adds dynamic perforation and punching patterns that can vary from sheet to sheet providing additional flexibility for direct mail, transpromo, and transactional applications. The module can perform multiple cross perforations, length perforations, punching and die cutting in a single process. A touch screen editing tool allows fast and easy setups. This solution is widely used for the

Performance Built.



Crowds gathered to see the capabilities of the new Standard Horizon SmartSlitter, an all-in-one smart sheet processing system that can crease, perforate, and cut in one pass.

production of payment forms, tear-off coupons, mailings and security applications.

Standard is already planning for an exciting Graph Expo 2016, which will be held in a new venue at the Orange County Convention Center in Orlando, Florida on September 25-28.



Standard Hosts a Night of Blues.

Customers, partners, dealers and suppliers enjoyed an evening at Chicago's well-known Buddy Guy's Legends. At left, Standard and Hunkeler executives share a laugh with long-standing customers from Access Direct and Broadridge.