

# FinishLine.

■ **Customer Profile**

Access Direct masters the world of finishing digital roll-fed print

■ **Innovationdays 2015**

Hunkeler readies for February event in Lucerne

■ **News**

New finishing solutions draw high energy and interest at Graph Expo



**Access Direct Systems, Inc. Relies on Hunkeler/Horizon Roll-to-Fold Solution to Finish its Roll-Fed Print.**

See details inside...



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Access Direct's Team (L to R)  
 Jesuthasan Swakeen, Production Expediter  
 John DiNozzi, Senior Vice President  
 Jose Giron, Lead Mechanic

## In Memoriam



### Hachiro Hori 1921 - 2014

Hachiro Hori, Founder and Chairman of Horizon International and Taiyo Seiki Co., Ltd., passed away at the age of 93 on August 15, 2014. Mr. Hori was influential in the development of many new finishing technologies and manufacturing techniques since the founding of his company nearly 70 years ago in the ancient capital of Japan, Kyoto City. Standard greatly appreciated our long-standing relationship with Mr. Hori Sr. and looks forward to continuing our partnership under the leadership of his son, Eijiro Hori, President and CEO of Horizon International and Taiyo Seiki Co., Ltd.



### Working with our customers to determine best fit. Because every application is unique...

At the recent Graph Expo, Standard packed its booth with nearly every solution we offer and ran live demonstrations to show our customers automation and productivity firsthand. The response was overwhelming, and solidified the important place this event still holds within our industry. This is why we are so excited about the upcoming Hunkeler Innovationdays to be held in Lucerne, Switzerland this February. Print professionals from all over the world will once again have the opportunity to see a vast assortment of cutting-edge print solutions in action. In turn, we will have the opportunity to hear their challenges, requirements, and successes – which is the key to advancement.

We are committed to helping our customers succeed. Our cover story features Access Direct (located just outside “The Big Apple”), who needed pre and post solutions that could keep up with the speed of their new inkjet presses. Standard Hunkeler/Horizon responded with a complete, integrated solution that quite simply “does exactly what they need it to do.” On the back cover, Slate Group of Lubbock, Texas has increased productivity in its digital bindery fivefold with the addition of its new Horizon booklet-making line. At right, Lamcoil of Quebec is profiting from the flexibility and efficiency of their new finishing equipment – most notably, the quick set-up and changeover – which has allowed them to take in a wider array of jobs.

In addition to offering superior solutions, our goal is to make sure we provide the “right” solution so your company will flourish. The doors to our fully-equipped demonstration center in Andover, MA are always open. More importantly, we at Standard are always ready to listen and learn about your newest and most challenging applications so we can be a partner in your success.

We look forward to seeing you in Lucerne!

David Reny  
Executive Vice President

Doug Reny  
Vice President of Operations

Steven Reny  
President

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After evaluating the full range of solutions firsthand, Lamcoil decided to add a Standard Horizon BQ-280PUR Perfect Binder, a Standard Horizon AFC-566FG Folder (right), a Standard Horizon StitchLiner 5500 Saddlestitcher (left), and a Standard Horizon CRF-362 Creaser/Folder.



Rapidly growing role of digital print drives success of Quebec company.

## Lamcoil Adds Finishing Capabilities and Attracts New Business.

Standard Horizon finishing solutions key to future growth and satisfied customers.

Founded in 1995, Les Entreprises Lamcoil, Inc. has always been a trade shop. For many years, the business was about lamination, wire-o and spiral binding. And it was a fine business, for it

much bigger role in the Quebec marketplace. L'Ecuyer recalls the early days of digital print, when the quality was questionable and the runs were ultra-short. Now, the sweet spot for

digital print runs is measured in the thousands, and that's changed the way Lamcoil works, too. For example, the company invests in better and faster lamination equipment, allowing it to laminate as many as 100,000 sheets a day.



With the new BQ-280PUR Perfect Binder at Lamcoil are President Patrick L'Ecuyer (left) and Vice President Patrick Robillard (right), with their local Standard dealer, Karl Belafi Jr., Vice President, KBR Graphics (center).

allowed the company to steadily grow – moving three times over the years, from humble beginnings in a 1,000 square-foot place to 18,000 square feet today, running 16-hour shifts, and staffed by 35 employees, according to Patrick L'Ecuyer, Lamcoil's President.

L'Ecuyer says that the organization's core values are punctuality and reliability, quality, customer satisfaction, and a competitive price. Ninety-nine percent of the business is derived from local and regional print buyers and producers.

Over the years, the nature of the work has changed. Digital printing is playing a

trip to Andover, Massachusetts to visit Standard Finishing Systems' National Demonstration Center. After evaluating the full range of solutions firsthand, he decided to add several pieces of digital finishing equipment to the mix: a Standard Horizon BQ-280PUR Perfect Binder, a Standard Horizon AFC-566FG Folder, a Standard Horizon StitchLiner 5500 Saddlestitcher, and a Standard Horizon CRF-362 Creaser/Folder.

Investing in these brand-new post-press technologies not only opened up new types of business for the company, they were particularly well-suited to the dynamic ways in which the business was

evolving. Their quality, reliability, and efficiencies were a good match – operationally, and according to what customers wanted. L'Ecuyer says that being a trade shop is most challenging because of the variety of work brought through the front door. Jobs of all shapes and sizes, produced on all kinds of paper and media, and even a mix of offset and digital print. What he appreciates about these Standard Finishing solutions is that they allow the business to be nimble and agile, taking on an array of jobs, all the while offering notable efficiencies to move them through the workflow as quickly as possible. Ease of use while running a job is great, but he points out that the real profit margin lies in being able to change out jobs quickly, and breeze through setup. All of this equipment is very easy and fast to get up and running, he affirms.

The BQ-280PUR Perfect Binder, for example, can store up to 200 job parameters in its memory, and it automatically measures book thickness. The Standard Horizon CRF-362 Creaser/Folder – which has been in high use – is adept at handling a range of printing stocks – from light to heavy, coated or uncoated. It, too, can store up to 200 jobs, and is operated with an intuitive color touchscreen controller.

“What impressed me, when I went to Standard's facility, was the ease of setup,” according to L'Ecuyer. “That's what sold me. The transition and installation? So far, so good. Everything went perfectly, the machines are running every day, and we're getting busier and busier!”

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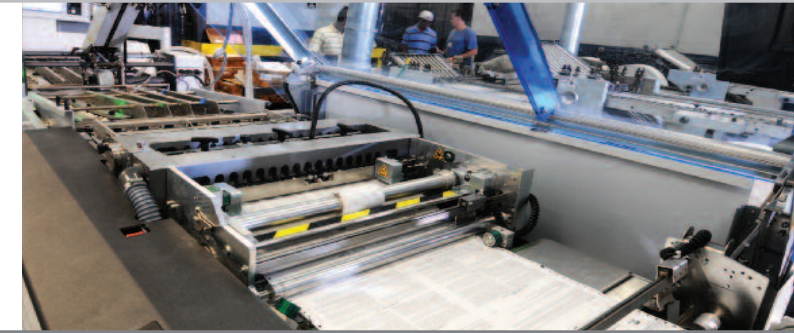


## Flexibility is mission critical.

The ability to handle a variety of formats is huge. We're not always in complete control over the media or how our customers have handled layout. We needed to handle pretty much everything and so far, the Standard Hunkeler/Horizon Roll-to-Fold solution has answered that call.



*The DIF-56 is significant, because it allows Access Direct to use the AF-566 Folder in-line with the complete finishing system to process roll-fed print, or off-line as a standalone device for processing cut-sheet work.*



*The solution at Access Direct combines technologies from Hunkeler and Horizon: a UW6 Unwinder, an FM6 Folder Merger, a CS6-II Cutter, an AF-566 Folder (with a DIF-56 transport unit), and a PSX-56 Stacker.*

Combining best-of-breed technologies from Hunkeler and Horizon.

## Access Direct: Masters of Finishing Wizardry.

The direct-marketing and mailing experts take customers behind the curtain to debut new finishing investments.

John DiNozzi's father founded Access Direct Systems, Inc. in 1969. "He was a programmer who started out compiling lists, and as that business grew, customers began to ask if he could print names and addresses," recalls his son and senior vice president. "So he bought an impact printer, and then the equipment to affix labels to envelopes and cards."

The business evolved to include an offset printing operation, which eventually gave way to digital printing. "We started seeing things go digital. We spent a few years looking at the digital market, hoping to find the right high-speed continuous-form equipment that gave us the quality we expected, but we didn't find it right out of the gate, and instead, held our own for a number of years with cut-sheet

full-color digital presses," DiNozzi explains.

Today, the company serves FORTUNE 1000 organizations — spanning industries like banking and finance, publishing, and advertising — with a full menu of direct marketing and domestic mailing services. Less than a year ago, it invested in its first Canon ColorStream 3900, and more recently installed a second press. The printers have been complemented by Hunkeler Roll-to-Roll solutions, with a Hunkeler UW6 Unwinder on the front end, and a Hunkeler RW6 Rewinder on the back end.

"We had several choices of Roll-to-Roll solutions when we purchased the ColorStreams, but after hearing accolades from current users, we went with the Hunkeler solution, and it did not

disappoint," DiNozzi reports.

The introduction of those particularly fast digital printers prompted some rethinking of how best to support them with post-press equipment.

"We'd been running some legacy equipment in finishing, and prior to those printers being installed, we didn't really see the need to spend money on upgrading that equipment. It was all fine," DiNozzi notes. "But once we started to see the value of the digital inkjet, and we started to see the throughput tremendously increased, we quickly realized the necessity of finding the right finishing equipment."

DiNozzi went in search of turnkey solutions to manage the unwinding, cutting, and folding of the printed media. He came upon Standard Finishing Systems' video demonstration of the Standard Hunkeler/Horizon Roll-to-Fold solution, and said, "That's what I want!"

The solution combines best-of-breed technologies from Hunkeler and Horizon: a UW6 Unwinder, an FM6 Folder Merger, a CS6-II Cutter, an AF-566 Folder (with a DIF-56 transport unit), and a PSX-56 Stacker. The DIF-56 is significant, because it allows Access Direct to use the AF-566 Folder in-line with the complete finishing system to process roll-fed print, or off-line as a standalone device for processing cut-sheet work.



*The advanced folder automation and touchscreen control allows ultra-quick set-ups in the Access Direct production facility.*

**We see the speeds it promised. It does exactly what we need it to do, and we were able to get a complete system from a single supplier.**

DiNozzi says that flexibility is mission-critical: "The ability to handle a variety of formats is huge. We're not always in complete control over the media, over how our customers have handled layout. They bring in their print the way they want it, and ask that we finish it the way they want it. We needed the

ability to handle pretty much everything they throw at us, and so far, it has answered that call of being very flexible, working at high speeds, with quick setups and changeovers.

"We see the speeds it promised. It does exactly what we need it to do, and we were able to get a complete system from a single

**The inkjet is big; it's impressive and does big things, but when you see paper moving at that speed and be cut and folded? It's pretty impressive.**

supplier," DiNozzi adds. "That's important, because with other systems, we'd be forced to piece together technologies from different companies, and that often leads to finger-pointing. So if something doesn't work, it's always the other-guy's issue. When we met the folks at Standard Finishing Systems, we could see that they were 100-percent committed to this equipment. It arrived in early 2014, installed precisely the way they promised, and now it's producing exactly like it does in the video."

While new digital print equipment often makes news, DiNozzi says that this new Standard Hunkeler/Horizon Roll-to-Fold system is garnering attention, too.

"Finishing equipment is kind of like the Wizard of Oz. Don't look at the man behind the curtain! But behind the curtain, there's a lot going on," DiNozzi quips. "The back-end stuff? People aren't always interested in it, but it's the bread-and-butter of what we do. And though we've gotten a lot of attention for our inkjet presses — customers love them — when we hosted an open house recently, we had a lot of people who were really interested in this finishing equipment. When you see what it can do at those speeds, it's pretty miraculous! The inkjet is big; it's impressive and does big things, but when you see paper moving at that speed and be cut and folded? It's pretty impressive."



*Innovationdays is recognized worldwide as the number one industry event for digital printing, paper processing, and mailing technologies. Hunkeler's newest feeding and finishing solutions will be presented at Innovationdays 2015 as worldwide experts gather to see real-world applications and share their expertise.*

"Reaching the summit together."

## Hunkeler Readies Innovationdays 2015!

Over 5,000 people expected to attend next year's event... February 23 - 26, 2015 in Lucerne, Switzerland

It's the eleventh Hunkeler Innovationdays to be held at the Messe Lucerne exhibition facility, in Lucerne, Switzerland. Growing interest among suppliers and visitors alike has prompted some 80 exhibitors, including leading digital printing system manufacturers and well-known suppliers from the finishing, consumables, and IT sectors, to present their latest products in two new exhibition halls.

Over 40 innovative production solutions will be brought to life with real-world applications, and will be rounded off and enhanced by prestigious forums – DOXNET-on-Site and others where you can participate in an exciting series of seminars and discussions on a range of specialized topics.

Drawing over 5,000 visitors in 2013, Hunkeler Innovationdays is hailed as the most focused trade fair in the industry. Leading edge technologies in digital print and finishing will be represented, as well as practical solutions that integrate with every print production workflow. Attendees will witness

it all... from data input to final end-product.

2013 was an overwhelming success. Confidence and enthusiasm were high among all attendees and nearly every international market was represented. According to Stefan Hunkeler, President, Hunkeler AG, "Innovationdays provides a unique opportunity every two years for company owners and managers, worldwide, to gather together, discuss, and see firsthand the entire picture

**Innovationdays is considered by many to be the world's most important "meet and greet" for the digital print market.**

when it comes to the state of development in modern digital finishing." He added "At Hunkeler, we're confident that the 2015 event will prove to be yet another essential information and communication platform." Plans are well underway to present the finest

automated pre- and post-press paper handling solutions available under one roof for what will surely be another impressive event. **Register on-line today!**

**Visit [www.innovationdays.com](http://www.innovationdays.com) for further information and to register for 2015.**

**NEW** Exhibition grows to include two halls

**NEW** Rail S4 train stop at exhibition entrance



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*Busy activity on the show floor was a clear indication that the print industry is moving forward. Standard demonstrated an array of feeding and finishing solutions, hosting hundreds of visitors during the 4-day event.*



Chicago, IL, September 28 - October 1, 2014

## Standard Sees High Level of Interest at Graph Expo.

Energized visitors and hands-on demonstrations lead to sales.

This year's Graph Expo was characterized by brisk traffic, excitement and buzz around new technologies, and optimism about the state of the print market. Visitors were clear in their intentions to

take hold of new opportunities and capture more business. And, healthy sales on the show floor plainly indicated that the industry has turned a corner. Another year confirms that Graph Expo remains one of the most important venues for print professionals to see and experience all that print has to offer.

The Standard booth was no exception! We welcomed hundreds of guests into our 4,800 square-foot space and demonstrated over 50 live applications in the areas of die-cutting, perfect binding, folding, saddlestitching, creasing, inspection systems, and continuous-feed print solutions.

Among the highlights, Standard unveiled its revolutionary line of Horizon Rotary Die Cutters to the North American market. The Standard Horizon RD-4055, a 2014 MUST SEE 'EMS Award Winner, and RD-3346 were producing samples which showcased their unique ability to die-cut, crease, perforate, slit, hole punch, and round corner in one process for digital and offset printed sheets. The Standard Horizon CRA-36 Creaser also made its debut, offering superior mechanical creasing with automated feeding to eliminate cracking on

digitally-printed applications. In another first, Standard introduced the Horizon AF-406F Small Format Folder, designed specifically for the insert, outsert, and pharmaceutical markets.

In the continuous-feed arena, the Standard Hunkeler DP6 Dynamic Perforating Module was operating in a Roll-to-Roll configuration with the Hunkeler UW6 Unwinder and RW6 Rewinder, producing unique and dynamic perforating patterns on the printed roll – ideal for transpromotional and transactional applications including coupons, reply cards, and checks. Standard also showed a Roll-to-Booklet/Roll-to-Stack solution designed to run in-line with continuous feed print engines, process booklets from a printed roll, or finish pre-collated cut sheet output. The solution was delivering saddlestitched books, straight stacks, and fully separated book blocks at Graph Expo to demonstrate ultimate production flexibility in one integrated system.

Standard was pleased to partner with Canon, FUJIFILM, HP, Ricoh, Xerox, and other print manufacturers to demonstrate a variety of printed roll and cut-sheet applications across the show floor.



*A display cabinet presented an assortment of die cut applications from the new Standard Horizon RD-4055 and RD-3346. Pocket folders, business cards, door hangers, stickers, greeting cards, specialty mailers, playing cards, and more!*

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*"The CRF-362 Creaser/Folder performs both creasing and perfining, removing some of the work from our traditional bindery and enabling us to meet the tight turnaround times today's digital customers demand, and we have reduced the amount of work sent to our traditional bindery by 50%."*



Slate Group Marks Recent Name Change with...

## Think BIG, Print BIG Investments!

### 5X Throughput Improvement Benefits Company's Digital Department.

Slate Group began nearly 30 years ago as a copy shop and has long outgrown its original Copy Craft moniker. At \$25 million in annual revenues, this commercial printing company is starting with a fresh slate.

Slate Group offers offset, digital and display graphics printing as well as graphic design and direct mailing services for clients locally and nationwide. "We've become a full-service regional solutions provider," said Brad Phinny, the company's Chief Operating Officer. "We realized last year that our bookletmaking capabilities were not able to keep up with today's demands. The throughput and durability of the existing equipment was not what we needed to sustain growth and deliver exceptional customer service, nor was the quality of output we were getting. At Print 13, we started looking to refresh it."

Slate Group has 40" and 29" offset, a variety of HP Indigo digital presses, large format and a full bindery across its two locations in Lubbock and Austin, Texas. The company was impressed with the Standard Horizon solutions at the show and worked with Standard's local dealer, Tim Ross of Cobblestone Graphic Equipment, to seek his advice and narrow down options.

"We then visited the Standard demo facility in Boston," Phinny explains. "We provided them with a variety of different applications and substrates and saw the bookletmaking equipment in action. Almost as an afterthought, we spent time



Slate Group CEO Brad Phinny (L) and President Marc Hayes (R), with their new bookletmaker and local dealer, Tim Ross, President, Cobblestone Graphic Equipment. (C)

with their new creaser/folder unit, and after seeing it operate, it was a no-brainer to add it to our new configuration."

To meet its growing bindery needs and to support the output from its fleet of digital presses, Slate Group chose to acquire a completely new bookletmaking line consisting of Standard Horizon's HOF-400 High Speed Sheet Feeder, the CR-400 Creaser/Bleed Trimmer, the SPF-200A Bookletmaker, and the FC-200A Face Trimmer. "The installation went smoothly," Phinny adds, "and once it was up and running, we were stunned at its performance compared to our previous line."

Another benefit for Slate Group was the ability to do more of its finishing in its digital department without having to

send work to the traditional bindery, often interrupting longer run work in doing so. Phinny remarks that the company's previous configuration could not fold cover weight stock. "We were also excited about the ability of the CRF-362 Creaser/Folder to do both creasing and perfining, removing some work from our traditional bindery and enabling us to meet the tight

turnaround times today's digital customers demand, and we have reduced the amount of work sent to our traditional bindery by 50%. With the new configuration, we were also able to eliminate the pre-trimming of booklets on the sides. We are getting product through the digital bindery five times faster than we were able to before! We were even able to transition one of our nighttime bindery operators into a different position, definitely a part of the payback calculation on this outstanding equipment."

Phinny also explains that the company's previous configuration often required several passes to adequately bind work, requiring manual collation and a trip to the traditional bindery for final stitching. Its new CRF-362 Creaser/Folder handles thicker stocks for scoring covers used in the bookletmaking process, and also

**We are getting product through the digital bindery five times faster than we were able to before!**

accommodates a number of fold patterns including gate folds for a variety of other applications.

Phinny is also pleased with the ease of use of the Standard Horizon equipment. "You can store up to 200 jobs, and the menus make it very easy to use, meaning less training time for operators," he says. "We will be looking to Cobblestone Graphic Equipment and Standard for more solutions in the future as we continue to refine our infrastructure."