

# The Industry Event for In-Plant Pros

In-Plant professionals at GRAPH EXPO are taking full advantage of The In-Plant Place, where they gather to meet, share ideas, and take a break from the hubbub on the show floor. The In-Plant Printing and Mailing Association (IPMA) sponsored this ultimate “home base” and networking hub for professionals from corporate, educational, and government In-Plant print centers.

Recognized as the industry event for In-Plant print professionals, GRAPH EXPO 14 created a myriad of specialized education, peer networking opportunities, and individualized resources geared to meet their needs.

In-Plant print center pros seeking the answers to their specific questions, are

exploring show floor “Ask the Expert” stations found inside Deliver – the Mailing & Fulfillment Center (Booth 2067), with the “Ask the Mailing Expert” station sponsored by the Association of Marketing Service Providers (AMSP/NAPL/NAQP), and also inside Photo IMPACT – the Photo Imaging Pavilion, with an “Ask the Expert” station (Booth 4663) sponsored by *Photo Imaging News*.

For In-Plant attendees, GRAPH EXPO delivered in one place at one time exciting offerings of the latest equipment, products, and services including: workflow and design software, digital, offset, and hybrid printing, wide format inkjet, prepress, postpress finishing and mailing, consumables and substrates, and package printing.

## Access Direct Systems Advances Into the Future of Printing with Canon Solutions America

Throughout its 45-year history, Access Direct Systems, Inc., has witnessed many changes in the printing field. Originally founded in 1969 as a data compilation company, it has gone on to grow into one of the largest direct mail and marketing service companies in the United States.

Mailing out more than a billion pieces annually, the company offers various services to help businesses create quality marketing materials. Access Direct’s list of clients consists of both small, independent businesses and large companies alike, including publishers, advertising agencies, retailers, and Fortune 1000 companies.

Based in Farmingdale, NY, Access Direct has a long-standing history in the print industry and loyalty to Canon Solutions America (Booth 613) products. A commitment to innovation, reliability and consistent results led Access Direct to Canon Solutions America, and specifically to the Océ ColorStream 3000 Twin series.

Access Direct recently attained multiple Océ ColorStream 3900 digital color systems, with plans to add more in the near future to further expand their inkjet



Canon Solutions America ColorStream 3000 Series

fleet. They also added the MICR printing capability during their most recent installation of another Océ ColorStream 3900.

Over the past decade, the Access Direct team noted a distinct shift in their customers’ needs, with an increase in demand for larger volumes with a progressively quick turnaround time. Access Direct then made the decision to expand into the world of high-volume printing, explained Executive Vice President John DiNozzi.

### Dovetailing volume printing into digital

To better meet their customers’ needs for high-quality and cost-effective mass mailings, the company transitioned into the inkjet environment with continuous-feed digital inkjet color printing. After careful consideration, Access Direct decided to

invest in the Océ ColorStream 3900 in order to further upgrade their facilities with the latest state-of-the-art systems.

“We needed technology that would allow us to produce very large numbers in a very quick turnaround, be able to maintain quality and meet all of our clients’ stringent requirements,” says Executive Vice President Lori Messina. “The Océ ColorStream inkjet technology dovetails right into that because it allows us to enter the world of color and personalization in a more high-tech, digital environment.”

“The Océ ColorStream fit more in line with the demands of our customer base,” adds DiNozzi. “Along with the cost and quality, the ColorStream offers more options.”

Having used the Océ ColorStream 3900 for more than half a year, DiNozzi and

Messina couldn’t be more pleased with its performance. From installation to managing the device’s compatibility with the company’s existing technology, Canon Solutions America was with Access Direct every step of the way.

“The process of transitioning to using the Océ ColorStream was very smooth, quick and convenient,” said Messina.

### Quality customer support

The Access Direct team’s latest acquisition of the Océ ColorStream 3900 served to further reinforce and strengthen the value of their steadfast relationship with Canon Solutions America, stated Messina. Their company has continued to grow with Canon not only as a result of the technological advancements that the industry leader offers, but also due in part to the outstanding customer service it consistently provides.

With the current installation, Canon Solutions America presented a full array of professional services, including color management classes, and provided Access Direct with connection to the PressGo! business development portal, which Messina says has proven to be invaluable.

“The Canon Solutions America support staff and resources were tremendously efficient, reliable, and dependable,” said Messina. “We’re extremely satisfied with the product.”

## Technology Overview: FoldLine with printnetwork Bridge and DigiLink

The fully-automatic, multi-variable pin-type folder FoldLine from manroland web systems (Booth 1248) is the optimal finishing tool for newspaper production in digital production environments. It provides the possibility to produce broadsheet and tabloid newspapers in long-grain and short-grain format with different structures, and thus ensures maximum utilization of the advantages of digital printing for newspaper and commercial printing.

Additionally, the hardware is combined with comprehensive software solution, printnetwork Bridge, which integrates the pre-press, print, and finishing process for fully digitized production workflow.

The list of digitally printed products gets longer every day. Now, digital print is finding its way into industrial applications via niche applications such as the TransPromo sector and direct mailings.

The aim is to combine the productivity and quality of modern offset printing with the flexibility of digital printing. Intensive research programs have provided manroland web systems with in-depth experience, and the team of talented engineers at manroland utilized their knowledge to retool processes and master the finesse of finishing digitally printed products such as newspapers, magazines, or book blocks.

### Finishing in digital print production

With FoldLine, manroland web systems has developed an industrial-level finishing system for users of digital web-fed presses. Whether operating inline or offline, the system has been designed for the production of newspapers in all standard formats, brochures, and individual signatures for book and magazine production.

The cutting unit for variable cut-off lengths is equipped with two cutting bars for extra reliability. Designed for production of up to 96 pages (48 pages broadsheet), its web speed of up to 300 m/min and a current maximum web width of 1,060 mm underline the system’s high performance capacity.

### Full control of finishing

For the industrial finishing of digitally printed products, manroland web systems has designed customized systems with formers and pin-type folders.

printnetwork Bridge is a software solution that integrates printing preparation, the printing process, and finishing for digitally produced print jobs with variable data. This allows highly automated finishing, automatic production changes with previously validated production data, economic handling of printing sub-

strates, increased productivity, networking with the production environment, and data transfer/reporting to MIS systems. printnetwork Bridge creates a digitized production workflow that utilizes the advantages of digital production processes such as customized products or the production of ultra-short runs both economically and efficiently.

DigiLink is a software module that is available as an upgrade or complement to the PECOM PressManager. It allows planning of a combined product from a central workplace, including parallel monitoring of production during printing and in the mailroom. During production planning, DigiLink takes into account press utilization and short-notice changes to the print job (run length, number of pages, etc.) to help decide whether an order is to be printed digitally or with a modern web offset press.