

FinishLine.

■ **Customer Profile**

EBSCO Media keeps pace with digital print technologies and delivers savings to its customers

■ **Ask the Expert**

Customer Service creates value and trust through best-in-class products and dedicated support

■ **News**

New Standard Horizon RD-4055 Rotary Die Cutter meets growing demand for short-run product



**With Its Eye On Custom Publishing Books,
EBSCO Media Masters Digital Print!**

See details inside...

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EBSCO Media, Birmingham, AL



(Left to Right)
Nathan Crocker, Director of Marketing and Client Solutions
Bill Trotter, Director of Digital Strategy
Brent Bauer, Production Manager

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Welcome

Forging ahead with innovation and dedicated service.

At Standard, our vision is clear and simple. We strive to make our customers successful by providing them with quality products, backed by dedicated service and support. This issue is filled with examples of that principle in action.

Our manufacturing partners are consistently developing new and innovative technologies designed to move the industry and its participants to the next level. For example, Standard just announced the availability of a new rotary die cutter from Horizon, which continues to round out our finishing portfolio and allows us to meet the growing demand for value-added short-run die-cutting. At the recent Dscope conference, we demonstrated the Horizon SmartStacker in-line for the first time with the HP Indigo 10000 Digital Press.

As is the case with so many of our customers, the three companies highlighted in this issue are long-time users of Standard equipment and repeatedly turn to Horizon and Hunkeler products to move their businesses forward. In our center spread, EBSCO Media of Birmingham, Alabama recently acquired a Standard Hunkeler Cut/Stack Web Press. Doing so has allowed them to expand into the custom book publishing arena.

On the back cover, Model Offset Printing in Puerto Rico has been using Standard Horizon technologies since the 1980s to address the requirements of an ever-evolving commercial print market. And, BR Printers relies on its Standard Horizon BQ-470 Perfect Binder with in-line HT-1000V zero make-ready three-knife trimmer to increase productivity, especially when it comes to their book-of-one projects.

Also critical to our business is Standard's Customer Service Team featured on page 6, whose many years of experience at Standard are a testament of their commitment to our customers, dealers, and partners.

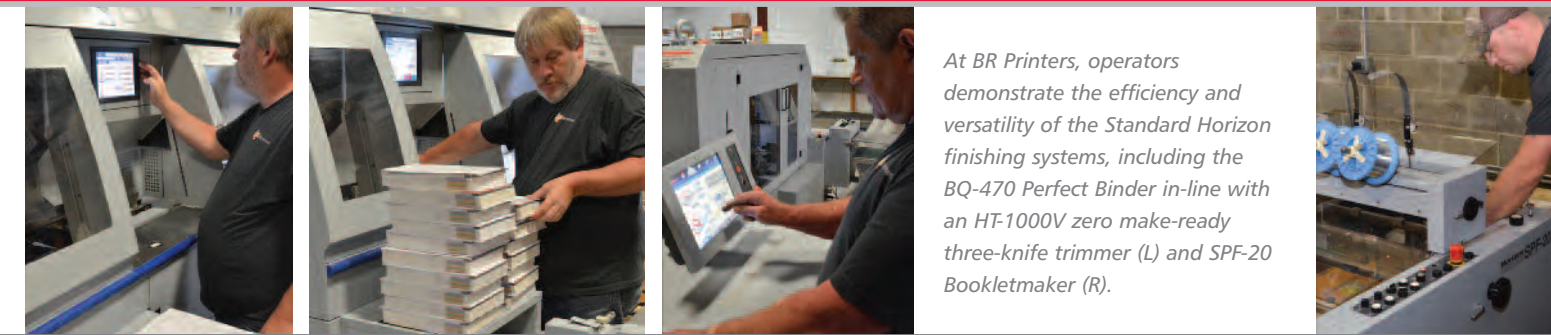
Thank you for your support!

Doug Remy
 Vice President of Operations

David Remy
 Executive Vice President

Steven Remy
 President

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At BR Printers, operators demonstrate the efficiency and versatility of the Standard Horizon finishing systems, including the BQ-470 Perfect Binder in-line with an HT-1000V zero make-ready three-knife trimmer (L) and SPF-20 Bookletmaker (R).

San Jose company extends its print services to include Fortune 500 organizations.

BR Printers Reaches New Finishing Heights.

Originating in Silicon Valley, company now meets demand on a global basis.

When one thinks of Silicon Valley, print probably doesn't come to mind as much as digital 1s and 0s may. But even in the midst of the region's great digital



(L to R) Chris Gerhold, General Manager stands with production managers Greg Fredwest and Bryan Schowalker in BR Printers' Kentucky production facility.

revolution, developers needed the support of print to flourish.

In 1992, Rich Brown and Chris Rooney established BR Printers in San Jose, CA, to supply digital printing services to Silicon Valley's powerhouse players. Today, the company has grown by two production facilities in Independence, KY, and East Windsor, NJ, and extended its reach to global organizations, including many Fortune 500 companies.

Since the beginning, BR Printers relied entirely on digital print equipment. The line-up of presses is steadily growing and includes technologies from Canon, Hewlett-Packard, Océ, Ricoh, and Xerox.

The array of jobs requires not just diverse print solutions to manage the work, but also efficient and versatile finishing

equipment to complement those presses. For example, the Kentucky facility has been running a Standard Horizon SPF-20 Bookletmaker for several years, which has been critical to growing its booklet business.

Last year, BR Printers also installed a Standard Horizon BQ-470 Perfect Binder with an in-line Standard Horizon HT-1000V zero make-ready three-knife trimmer. The BQ-470 caught President Adam DeMaestri's eye several years ago, after seeing it in action at industry events.

"We had been using some single-clamp perfect binders, because a couple of four-pocket perfect binders from other manufacturers hadn't worked to our satisfaction. That somewhat forced us to consider only single-clamp binders for several years," recalls General Manager Chris Gerhold.

But the need for greater productivity and efficiency steered the executives back in the direction of multiple-clamp machines, and eventually to the BQ-470 and HT-1000V solution, which has a unique, automated trim removal system that prevents jamming, and heavy-duty construction for 24/7 operations.

DeMaestri recalls visiting Standard Finishing Systems in Andover, MA: "We were looking at the HT-80 Three-knife Trimmer there, and we loved that machine, but right over our shoulders was the HT-1000V, which was fully automated, with zero make-ready. We

were impressed by the quick set-up and quality output which would allow us to excel at book-of-one projects. It was a no-brainer for us, really. Even though it was a little more expensive, it paid off!" Gerhold concurs: "It definitely has increased our through-put. Our set-up time is minimal. It's easy to run, and it makes a great quality book."

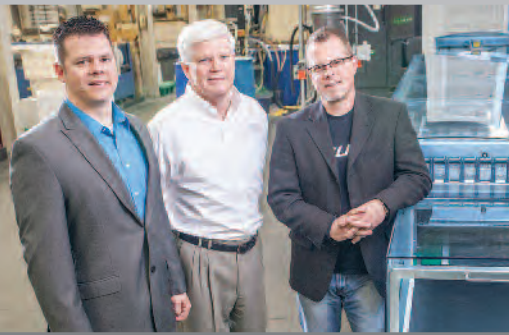
With the help of local dealer Graphco, the sale was completed, and the combined perfect binding and trimming solution was installed. Gerhold adds that book thickness can be a critical factor in book binding: "We get some pretty thick books here on occasion, and before, we had a maximum spine thickness of two inches. Now, we can actually go above that with the BQ-470, which is very nice."

Equipment performance is only one benchmark by which BR Printers justifies return on investment. DeMaestri notes that having a technology partner on which one can rely is equally important: "We have always been impressed by the way that Standard Finishing Systems stands behind their products."



The new perfect binding and trimming solution can bind and trim books up to 2.5" thick which is critical for the jobs at BR Printers.

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New opportunities in print drive EBSCO

Under the leadership of President Jim Stephens, EBSCO Media has become a renowned commercial print supplier with its focus on digital print. At left, Nathan Crocker, Director of Marketing and Client Solutions; Bill Trotter, Director of Digital Strategy; and Brent Bauer, Production Manager.



As part of the company's bindery, EBSCO Media also relies upon Standard Horizon's BQ-470 Perfect Binder with PUR, HT-30 Three-knife Trimmer, and collator which has been a proven "workhorse" for 16 years.



An EBSCO Media technician makes final adjustments to the Standard Hunkeler Cut/Stack system before running the next job...



...The Standard Hunkeler Cut/Stack system delivers speed and superior results. It easily handles a diverse range of printing stocks and grades from EBSCO Media's web presses...



...EBSCO Media gains additional workflow efficiencies by recalling job settings stored on the Line PC for quick and easy set-up.

One of 40 diverse companies under the EBSCO Industries' umbrella.

EBSCO Media Rolls Onward to Print's Future.

What once was purely a sheet-fed printing company, now actively pursues custom publishing book projects with its new HP digital web press and Standard Horizon and Standard Hunkeler paper handling solutions.

Elton B. Stephens began EBSCO (Elton B. Stephens Company), back in the 1940s. It all began with him selling magazine subscriptions door-to-door, while putting himself through law school. To support the magazine subscription business, a printing company was purchased to facilitate the printing of invoices and other paperwork related to the sales arm. This would later become known as EBSCO Media.

Today, Birmingham, Alabama's EBSCO Media is one of 40 diverse companies under EBSCO Industries' umbrella (now, a multi-billion dollar organization), including an arm that's the largest manufacturer of plastic fishing lures in the world, and a library services supplier to scientific, technical, and medical publishers. EBSCO Media transformed from an in-house print shop to a customer facing commercial printer growing 20% each year for 20 years since the 1960s.

Under the leadership of the Founder's son, Jim Stephens, who became president of the organization in the 1960s, EBSCO Media has become a renowned commercial print supplier in its own right. During that time – and until July 2013 when it installed an HP T230 Color Inkjet Web Press – EBSCO Media was purely a sheet-fed commercial printer that built its reputation producing religious publications, sports teams and sporting event graphics, travel and entertainment brochures, posters, marketing materials, and more.

And now the new HP press has enabled EBSCO Media to pursue custom publishing book projects as well as many other high-speed variable jobs.

"After extensive research, we discovered that custom publishing is a growing field and a great opportunity for EBSCO Media. The HP T230 Inkjet Web Press would allow us to ease many of the pain points that publishers were feeling.

Shorter, more targeted runs of customized textbooks have brought tremendous savings to many of our new

and existing customers. The ability to better serve our customers with this innovative technology has been one of the driving forces behind this investment," according to Nathan Crocker, EBSCO Media's Director of Marketing and Client Solutions.

Bill Trotter, Director of Digital Strategy recalls, "We were the 61st installation in the world of an HP T200 press, and the closest one to us – in the general commercial space – is as far away as Texas. So we've got a real sweet spot and strong advantage here in the Southeast by having this device."

Initially, EBSCO Media paired the new HP press with an in-line cut/stack solution from a manufacturer other than Standard, which didn't perform as well as they'd hoped. It couldn't handle the diverse array of printing stocks and grades with which they work. That unit was replaced earlier this year with a Standard Hunkeler Cut/Stack system, comprising the LC6-P perforating unit, a CS6-II variable chip-out rotary cutter, the SE6 3-up offset stack module, and the LS6 stacking unit. Combined, the system

is capable of delivering up to 1,650 stacked book blocks per hour – plenty of speed and precision to keep pace with the lightning-fast new roll-fed press.

"Highly trained technicians assisted us with the installation, and stayed on-site to train our operators. We were operational in very little time. It was an

Delivering up to 1,650 stacked book blocks per hour and keeping pace with the lightning-fast new roll-fed press.

easy transition. We've been very pleased," Trotter notes.

This wasn't the first introduction to Standard Finishing Systems. EBSCO Media has been working with local Standard dealer, Innovative Graphic Solutions, as far back as the late 90s when it purchased its first Standard collating unit. For 16 years, this "workhorse" has clocked and moved millions of pages of print. "We also

invested in a Standard Horizon BQ-470 Perfect Binder with PUR, and leverage that system's ability to change between the PUR and EVA adhesives, depending on the demands of the book-binding job," Trotter explains. That binder supports a stable of Océ VarioPrint 6160 digital presses, which frequently produce work for insurance, financial, and marketing communications clientele.

Though the Standard Hunkeler Cut/Stack system has only been in operation for two months, the gained workflow efficiencies have been remarkable, Trotter and Crocker concur. "The set-up is easy," Trotter explains. "For instance, if we've run a job a week before, and the same job comes up again, we can set up quickly because we're able to store profiles in the machine."

Compared to the previous cut/stack solution, he adds that the Standard Hunkeler equipment is "more robust, heavier, with a better build. And it's performing admirably." It's worth noting that, EBSCO Media can now run the high-gloss, coated stocks their customers demand.

EBSCO Media's plant engineer was also pleased with the training he received at Standard Finishing Systems' National Demonstration and Training Center in Massachusetts, Trotter noted.

"And we're reducing waste!" he confided. "Fewer jams than with the other unit, resulting in a cost savings. When you have stops and restarts, it costs money. Just by observation, our waste bins are not as filled as they were in the past."

"Digital technologies are the future of print. Those who have not embraced or are not moving in that direction are going to be left behind," Trotter predicts.



EBSCO Media's new HP T230 press combined with the Standard Hunkeler Cut/Stack system comprises a perforating unit, variable chip-out rotary cutter, offset stack module, and stacking unit.



Customer Service Manager Deborah Desmond and her dedicated staff of experts have 110 years of combined experience serving Standard customers, dealers, and partners. Easily accessible and always ready to help, the Customer Service Team is committed to providing outstanding support for Standard's complete product line.



Trim waste separator!

Rigid magnetic upper roller and solid lower anvil ensure high quality die-cutting, while the trim waste separator (left) removes the excess from the finished product and delivers it to the waste bin.



Standard's Customer Service Team offers 110 years of experience.

Committed to the Highest Level of Service.

Our goal today remains the same as when we first began: to create superior value and trust with our customers, dealers, and business partners through best-in-class products and dedicated support.

As far back as 1910, the Standard name has been synonymous with best-in-class products and dedicated support before, during, and after each purchase. Alongside state-of-the-art solutions provided by Standard's world-class equipment manufacturers stands a first-rate Customer Service Team who brings it all together. Drawing from many years of experience and know-how, our customer service representatives can manage just about anything that comes their way – quickly, effectively, and professionally – so you can get on with your day!

First Point of Contact

No matter what your question or concern, Standard's Customer Service Team is the best resource to solve your problem or point you in the right direction. Our representatives can handle most inquiries on the spot, but also have the knowledge to direct you

to another department within Standard or an authorized local Standard dealer if they are better suited to help you. Your time is valuable so we make efficiency and responsiveness a priority.

Order Management

Immediately after you place your purchase order, Customer Service takes the reins – working with sales, product management, credit, and the warehouse to make sure the product gets to you on time and ships complete. They are double and triple checking behind the scenes to ensure items are not omitted, which may cause a delay with installation. Standard knows you have deadlines based on your equipment being up and running on a certain day and time, and minor details can turn into major problems if something is overlooked. That's why Customer Service treats every order with the utmost attention to detail so delivery is seamless on your end.

Parts and Service

In a perfect world, you would have a complete spare parts kit for every piece of equipment you own. Standard understands that in the real world, your parts requirements can be quite unpredictable and almost always urgent. That's why we do whatever it takes to get you what you need as quickly as possible – to prevent costly downtime and irreparable delays. Customer Service can refer you to an authorized parts dealer, check on the status of emergency parts, and coordinate overnight shipping to ensure your part arrives in time for your technician to install it. Whether you require on-site service, have a technical question about operating the machine, or just need a manual, Customer Service can help there too by connecting you with a local Standard dealer or Standard Technical Service.

The Bottom Line

Customer Service works hard to make your interaction with Standard quick, easy, and satisfying. They'll answer your question or get you directly to the person who can. And with so many years of expertise under their belts, this team has "been there, done that" – which fortunately translates into a better user experience for you. Standard empowers its employees to make smart decisions, take action, and put our customers first. And that's what Standard's Customer Service Team does every day...with a smile!



Meet the team! (L to R) Dave Bowen, 40 years of service; Susan Silva, 13 years of service; Deborah Desmond, 27 years of service; Judie DeMarco, 30 years of service.

Support when you need it!

Phone: 877-404-4460, x 4 Email: cs@sdmc.com
 Website: www.sdmc.com (Select "Contact Us" to fill out a request form.)

Meeting the Growing Demand for Short-Run Product

NEW Rotary Die-Cut System for Digital and Offset Print!

New Horizon RD-4055 can die-cut, kiss-cut, crease, slit, perforate, hole punch, and round corner with various substrates.

Standard is pleased to announce the new Horizon RD-4055 Rotary Die Cutter. It is designed to meet the growing demand for short-run die-cut product, with the ability to die-cut, crease, perforate, slit, hole punch, and round corner in one process for digital and offset printed sheets. This system features easy change-over and simple operation.

Both setup and control can be done through an intuitive touchscreen that displays easy-to-understand graphical illustrations. Vacuum belt feeding enables superior feeding. And, an ultrasonic sensor is used for double-feed detection on a wide range of substrates.

Die-cutting and Kiss-cutting can also be performed at the same time, which makes the RD-4055 ideal for producing stickers and labels.



Feeds, die-cuts, and separates in one pass at speeds up to 6,000 cycles/hour.

Creasing can be achieved to avoid image cracking making it suitable for boxes, pocket folders, and greeting cards which require an additional folding process after die-cutting. Lastly, a "Repeat Register" function allows multiple-up applications from a single-up die to minimize costs. Even run up to five repeats in a single pass! Now that's a die cutter!

The new RD-4055 offers flexibility across a wide range of products including labels, pop-up mailers, packaging, folders, stickers and more!



Scan this code with your mobile device and see a video of the new RD-4055 Rotary Die Cutter now!

March 6-8, Orlando

Dscoop 2014

Annual Conference "success" focus.

True to the Dscoop conference theme "Break the Mold", this year's event did just that by focusing on new and innovative ways to achieve success in the print industry. With over 2,000 digital print professionals participating from around the globe and the largest Solutions Showcase in conference history, Standard was proud to demonstrate a line-up of finishing solutions for HP digital presses. HP and Standard partnered on the first-ever showing of the new Horizon SmartStacker in-line with the HP Indigo 10000 Digital Press to demonstrate firsthand a simpler and smarter way to process B2 digital print. This solution converts a B2 size/20" x 29" sheet into as many as 28 individual cut sheets with intelligent accumulation and stacking, in one single process with no manual touchpoints. Standard also showed HP Direct2Finish capability for automated set-up, perfect binding and trimming solutions for PUR and book-of-one production, and the new CRF-362 Creaser/Folder for creasing and folding digital color output with no cracking.



Scan this code with your mobile device and see a video of the Horizon SmartStacker in action.



Model Offset Printing has a long-standing relationship with Standard. Included among its many Horizon finishing solutions are BQ-Series perfect binders, including a single-clamp BQ-270V Perfect Binder which expertly binds books up to two-inches thick, at speeds of up to 500 books per hour.



Puerto Rico's third largest printing company

Model Offset Printing Taps New Markets!

Digital finishing investments help Puerto Rico's Model Offset Printing to adapt to commercial print trends, all the while expanding into new markets.

Model Offset Printing (MOP) is Puerto Rico's third largest printing company, known by reputation for its quality print products and services – and for being a one-stop shop for its clients' printing and mailing needs.



Carlos Colon (L), President of MOP with L. Guy Reny (R), Chairman of Standard, in front of the Standard Horizon AF-406A automated folder – one of many Horizon finishing solutions MOP has in their state-of-the-art printing facility.

"We offer traditional commercial printing products, such as booklets, posters, marketing materials, books, brochures, press kits, and more," according to Fernando Diaz, Sales Manager. "In addition, we offer large-format printing on a great variety of flexible and rigid materials."

More frequently, MOP has been asked to produce variable-data printed material, enabled by digital print and finishing equipment.

"We have several digital printing presses that enable us to personalize two-sided, full-color pieces," according to Carlos Colon, MOP's President. "We also have mail inserting and finishing equipment."

Quality has always been paramount at MOP, and Diaz explains that the company's legacy includes ISO 9001 certification, and an impressive list of print-industry distinctions and awards.

MOP also has a long-standing relationship with Standard Horizon technologies. It installed its first Standard Horizon BQ-series Binder during the 1980s. Since, a single-clamp BQ-270V Perfect Binder was added, which expertly binds books up to two-inches thick, at speeds of up to 500 books per hour. An HT-30C Three-side Trimmer also supports the short-run print-on-demand work, with the capability to store 40 different book jobs in memory.

Two folders were also brought in to manage the voluminous and diverse workload. The first – the Standard Horizon PF-40L Tabletop Folder – is a 1,000-sheet top-fed system compatible with papers ranging from 13 lb. bond to 60 lb. cover stocks. A Standard Horizon AF-406A small-format, automated six-buckle folder proves ideal for commercial print, insertions, and mailings.

Each of these solutions was carefully selected with the guidance of local dealer Multi-Tech Rep Corporation and Standard Finishing Systems. And MOP received a VIP welcome at a Standard Open House event in Andover, MA, where its leadership was able to get up-close and hands-on with the equipment during a two-day visit to Standard's National Demonstration and Training Center.

The commercial print market is ever-evolving, requiring MOP to invest in solutions that afford faster production, better quality, and a seamless integration into the workflow, according to Colon.

"In recent years, we made investments in automated products that allow us to focus on short, low-volume runs," he explains.

The Standard Horizon technologies have proven to be user friendly, enabling MOP to cross-train their operators on different machines. They're also credited with

helping to reduce waste, and ensure greater speed and efficiency thanks to features like programmable job settings.

"This equipment significantly reduces changeovers for post-press processes like folding and binding," Colon remarks. "And they allow us to access markets that were never before available to us."

"MOP invests in solutions that afford faster production, better quality, and a seamless integration into the workflow."