Spring 2020

STANDARD FINISHING SYSTEMS

FinishLine.

New Horizon HT-300
Standard introduces new three-side trimmer with higher levels of automation and productivity

Manufacturer Update
Horizon expands offices in Takashima, Japan, while Hunkeler introduces new unwinding and rewinding solutions

Mail Processing Associates
Greater production capacity and revenue growth are achieved with new Horizon solutions



Prisma Successfully Drives "Message to Market"!

See details inside...

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STANDARD

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Customer Profile

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Hunkeler introduces new UW8 Unwinder and RW8 Rewinder for Generation 8 Solution

Horizon donates Personal Protective Equipment to their local community



Standard manufacturing partner **Horizon International Inc.** *donated 3,000 protective face shields and 6,000 eye shields – produced using their die cutting technology – to their local community of Takashima, Japan.*

See more at www.sdmc.com/horizon-donates-ppe-die-cutting.

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Welcome



Navigating a Changing World.

The past few months have been challenging for everyone around the world, and the print industry is no exception. Things have changed a lot since we began producing this issue, and we expect several more turns in the weeks and months that follow. Our customers, including the ones featured in this issue, are experiencing challenges as well as opportunities that are unlike any other time in modern history. Industry events have been postponed or converted to a virtual format, several traditional printed communications are on hold, and day-to-day business interactions have changed, to say the least. We are all rethinking, adapting, and refocusing – and this innovative mindset is fostering a positive spirit and sense of community that the industry can be proud of.

For starters, print was deemed an essential service and has been allowed to operate throughout the Covid-19 crisis. During this time, our customers have delivered critical communications for healthcare providers, produced much needed personal protective equipment, and are stepping up to meet the demands posed by new health and safety compliance regulations. We have seen so many examples of print service providers using print and finishing capabilities to spread goodwill. Standard's manufacturing partner, Horizon International, used their rotary die cutting technology to produce thousands of face and eye shields for their local medical community in Takashima, Japan. And now, Standard is making this same die template available to our Horizon customers for their own communities.

This issue marks the 10-year anniversary of our FinishLine publication. Throughout these 10 years, we have showcased how print continues to evolve and this is especially true right now. We are both honored and proud to be a part of this agile, innovative, and essential industry. We have a top-notch team in place – from our suppliers to our employees to our partner and dealer networks – who are ready to support this market and lead us all toward a brighter future for print.

Steven Reny, President

The Horizon HT-300 Three-side Trimmer offers a unique face trimming capability that allows for the perfect trim while accommodating a flap format book cover — a desirable feature for book-of-one applications.



Next generation trimmer complements Horizon short-run perfect binders

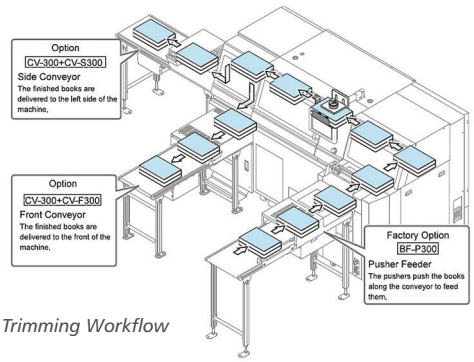
New HT-300 Three-side Trimmer Brings High Levels of Productivity and Automation.

Barcode reader at the entrance of the trimmer allows for zero make-ready...no operator input needed.

Horizon The next-generation Standard Horizon HT-300 Three-side Trimmer offers higher productivity and further automation, bringing new levels of quality and performance to the short-run print-on-demand book market. It complements Horizon short-run automated perfect binders, such as the BQ-270V, BQ-470, and BQ-480, for completely professional book production with easy, reliable, and precise Horizon trimming. The innovative HT-300 enables true one-to-one variable format production. Set-up for finishing is done on the fly with zero make-ready, without reducing production speed by reading a barcode at the entrance of the trimmer with no operator input required.



The Standard Horizon HT-300 Three-side Trimmer



Trimming Workflow

Key Features...

■ Fixed Cutting Table

Servo-driven book clamp rotates during trim cycle while the cutting table remains stationary.

■ LED Lighting

Up to 6 different colors available to indicate system status. White LED lights illuminate the interior when safety covers are open.

■ Stacked Output & Count Calibration

Stacked books trimmed at the same time increase delivery capacity while count calibration provides accurate book count and book thickness.

■ 12.1" Touchscreen

Intuitive, icon-based design is easy to use. Finely adjust knife to cut stick to extend life of blade and insure clean trims.

■ Trim Removal Adjustment

Air nozzles easily adjusted to blow across cut stick and in front of knife.

■ Barcode Reader

Set-up on the fly with zero make-ready. Barcode contains all cut data, memory position, and job ID.

Scan this code with your mobile device and see the HT-300 Trimmer in action!



Applications such as these "corner cut" books have been produced using the HT-300.



Flexible finishing configurations

The printed output coming from Prisma's Hunkeler Roll-to-Roll solution is processed nearline on the Hunkeler/Horizon finishing solution. The rolls can be scored, perfed, slit, and then delivered as stacked or folded output for a variety of unique applications.



Arizona-based company combines print with technology-enabled marketing solutions

Hunkeler/Horizon Finishing Helps Prisma Exceed Customer Expectations.

Increased need to produce high speed, variable data direct mail drives new investments.

Arizona-based Prisma's tagline, "Message to Market", says it all. The company views printing as only a small – but crucial – part of what they do. CEO Bob Anderson describes the company as a provider of technology-enabled marketing solutions, saying, "Our core strength is data through direct mail, analytics, and management of the marketing supply chain. As an example, we have had online portals through DokShop for more than 20 years and have over 250 ecommerce shops actively in play."

prisma
message to market



(L to R)
Kerry LaBatt – Director of Operations; Julie Volz – Vice President of Sales; Rob Nawfel – President; Bob Anderson – CEO.

Anderson, who is celebrating his 20th year with the company, took over the business in 2000, when revenues were at $1 million and the company was on the verge of bankruptcy. His strategy has worked – in 2019, the company generated $48 million in revenues.

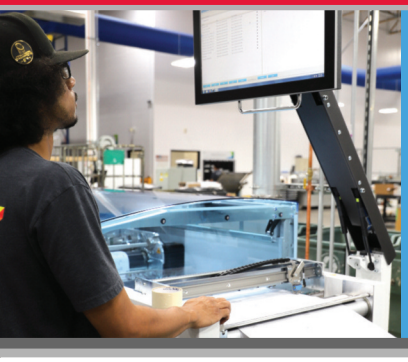
"The primary products we produce include direct mail and online small-transaction items such as menus and signage for retail stores, restaurants and hotels – anything needed for back office, front office, and marketing for these organizations," Anderson says. "That also includes point-of-purchase materials, customized brochures, window clings, wall graphics, vehicle wraps, and more." The company produces more than 10,000 orders per month and 7 million plus pieces of mail per month, as well as 10,000 pick-and-pack orders per month.

"Our clients want materials in the field in one to two days. That requires digital printing and an automated and easy-to-use finishing line."

Although Anderson is quick to say that clients don't care what kind of equipment you have as long as their job is done quickly, without quality loss, he pays close attention to his equipment configuration to be able to deliver on those customer expectations.

A recent investment demonstrates that approach: Earlier this year, the company installed a Screen Truepress Jet520HD with a Hunkeler Roll-to-Roll system inline. In conjunction with this acquisition, Prisma also added an offline Hunkeler Roll-to-Stack line equipped with a Horizon AFV-564F Folder on the back-end to finish the rolls coming off the Screen press into either stacked output or folded pieces. On the front-end, the Hunkeler solution features the CS8-II Rotary Cutter with chip-out capability and the DP8 module which allows dynamic perforating from sheet to sheet for flexibility in processing an even wider range of unique applications.

The investment in the Screen press was driven by an increased need to produce variable data direct mail at a high speed. "We had cut-sheet digital before," Anderson notes, "but we needed the speed and flexibility that inkjet could give us. We print roll-to-roll with our Screen/Hunkeler configuration, and then use Hunkeler/Horizon equipment for nearline finishing. The ability to take those rolls and score, perf, slit, and fold really changed the



"With our Hunkeler and Horizon equipment, operators can quickly look at the menu of graphically showcased folds, select the correct option, and the equipment is 90% set up."

Bob Anderson, CEO



finishing model for us." In addition to the two newer lines, Prisma also runs two standalone pieces of Horizon equipment to round out their capabilities: the RD-4055 Rotary Die Cutter and the AFC-566FG Folder. In investigating and securing the entire finishing portfolio, Anderson worked closely with the Standard Finishing team as well as with their local Horizon dealer in Arizona, Print & Finishing Solutions.



Standard Hunkeler/Horizon Finishing Solution

"The corporations we work with already have their brand in place; they don't need help with brand development," Anderson states. "Rather, they need sales and marketing materials in the field at a given location delivered quickly. While we used to have two to three days to produce work, now our clients want materials in the field in one to two days. That requires digital printing and an automated and easy-to-use finishing line. Our Hunkeler/Horizon configurations fit that bill perfectly."

It's operating so well that Anderson foresees putting in a second finishing line in the not-too-distant future.

"The other day we were running books for an education client, from rolls to punching holes to stacking finished product into book blocks. Next up, with a seamless transition, was a variable data letter program where folded, variably perfed letters were delivered, roll-to-finish, all in order and ready to go to the inserter. We also do a lot of postcards, using the slit-and-stack feature. Moving from one to the next to the next seamlessly has been a huge benefit for us and our clients."

Like many companies in the industry, Prisma knows that finding experienced workers can be a challenge. "That's another area where our Hunkeler/Horizon configuration helps," he explains. "These days, things are very graphically driven. People are used to pulling down menus and pushing a button to get things done online. With our Hunkeler and Horizon equipment, operators can quickly look at a graphic of the menus, push a button, and the equipment is 90% set up. That ease-of-use extends to our Horizon Rotary Die Cutter and AFC-566FG Folder, as well. We have people with limited experience who have been able to operate this equipment with little training and are doing a really great job. We need more graphically-driven units in the industry like the Horizon repertoire."



Torrence Settle, Pressman, stands beside the new Hunkeler Generation 8 Roll-to-Stack Solution.

Standard Horizon RD-4055 Rotary Die Cutter



Standard Horizon AFC-566FG Folder

Anderson concludes, "I've been in the industry for 36 years, and it's a completely different industry today than it was back then, or even when I took over Prisma 20 years ago. You can't run your company like you did 20 years ago. That's a recipe for failure. It's important to change your business strategy to align with today's print demands; and to do that, you need the kind of automated and easy-to-use finishing systems we have in place today with our Hunkeler and Horizon solutions."

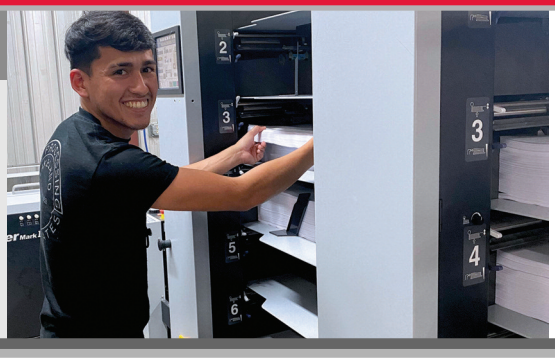
COVID-19 Business Update:

"I have been through multiple economic declines as a business owner and all I can say is, in times like these, we need to be fluid in our capabilities. Our team has taken on the challenge of finding revenue in multiple new ways, including custom websites for safety signage and disposable menus, helping the community and our business prepare for what is to come."

Bob Anderson, CEO

Higher stacks yield longer runs

Freddy Jaimes (right) takes full advantage of the productivity feature of the new VAC-L600H tower and its ability to handle a six-inch stack of paper at one time, while Chris Romeu (center) sets up the StitchLiner Mark lll for the next job.





Print and mail facility in Lakeland, Florida, generates 20 million pieces of mail annually

Mail Processing Associates Adds Capacity and New Revenue Streams with Standard Horizon.

Less outsourcing and the ability to produce more work with the same staff justifies the investment decision and proves to be a smart move for the business.



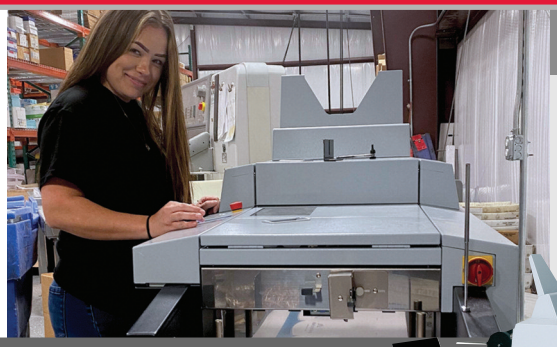
Robbie Yelvington, President

For a smaller print and mail operation, the decision to invest in new bindery equipment can be a difficult one. Fortunately, it was an easy choice for Mail Processing Associates! This print and mail facility, located in Lakeland, Florida, and generating over $4 million in sales annually, recently upgraded its finishing operation with solutions from Standard Horizon. The acquisition includes a StitchLiner Mark III Saddlestitcher with two VAC-L600H Collators and a CRF-362 Creaser/Folder, and Mail Processing Associates anticipates earning an ROI in less than two years. "This investment was very much worth it," says president Robbie Yelvington. "Not only is it a very fast payback, but we can now bring in well over $100,000 of work we previously had to outsource. And as a trade-friendly operation, our competitors in the area are also using our services. New revenue streams, less outsourcing, and the ability to produce more work with the same



Matt Rawls, Bindery Operator at Mail Processing Associates readies a job for final shipment.





Greater capabilities in-house

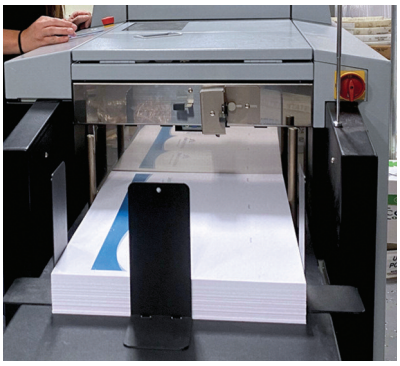
Jobs previously outsourced can now be done in-house on the Horizon CRF-362 — saving both valuable time and money. Brittney Aguilar (left) runs an 8.5" x 11" letter application with a removable business card at the bottom.

staff. Not only was the investment decision easy, but it was a smart move for our business."

"We bought our first piece of Standard Horizon equipment 15 years ago through our local dealer, Graphics IV," Yelvington continues. "The excellent service from both Standard Finishing and Graphics IV and the exceptional performance of the equipment is what kept us in the Standard Horizon family."

Mail Processing Associates was founded in 1989 by retired Postmaster Eddie Clarke. Yelvington and his wife, Tess, bought the company, which at the time had four part-time employees, in 1993. Today, the company has 29 full-time employees and generates over 20 million pieces of mail annually.

The company's new bindery configuration processes jobs coming off its fleet of toner-based printers from Xerox, Konica Minolta, and Ricoh as well as its smaller AB Dick offset presses. Shortly after acquiring its StitchLiner Mark III, Mail Processing Associates added a fourth and a fifth knife unit and two additional stitch heads to the system. "This allows us to produce landscape booklets two-up at up to 12,000 books per hour," explains Yelvington.



Bringing in work from other printers in the area who do not have these capabilities is an extra bonus for Mail Processing Associates.

Another productivity advantage of the new configuration is the ability to stack about six inches of paper at a time in the towers, meaning a much longer run time between loads. "We had a competitive unit before," he says, "where you could only put about an inch of paper in the feeder. That meant it needed constant attention. Now the operator puts the paper in, and has less down time. We can also produce thicker books with the StitchLiner than we could before, and in some cases we can produce more books per hour than other operations can with the much larger footprint competitive devices."



Standard Horizon CRF-362 Creaser/Folder

Yelvington is also thrilled with the CRF-362 Creaser/Folder. "The big plus for the Creaser/Folder," he says, "is that work we were having to outsource for a letterpress, we can now do in-house, not only at a cost savings but also faster turnaround. We had a competitive unit in-house, but it used a rotary perf that required the perf to go across the entire page. With the Standard Horizon, we can perf a portion of the page and that's a big benefit." Yelvington cites the example of an 8.5" x 11" letter with a removable business card at the bottom. "Now we can perf that so it is much easier for only the card to be removed," he adds.

Bringing in work from other printers in the area who do not have these capabilities is an extra bonus for Mail Processing Associates. "I'm anticipating that could account for $30,000 to $35,000 in new work annually," Yelvington explains.

About his history with Horizon, Yelvington reports, "We produced just shy of 50 million books on our previous Horizon bookletmaker. Our history with Horizon and the quality and performance of their equipment left us with no choice other than to go with Horizon when we made this investment. Real estate in a shop like ours is at a premium. We don't have room to purchase two lower quality competitive machines that break down a lot and are not as reliable as Horizon. When reliability matters and floor space is at a premium, Standard Horizon is the only way to go!"

In making the decision, Yelvington visited Standard Finishing's National Demonstration Center in the Boston area to evaluate new collators or a new bookletmaker. "While we were there, we saw the StitchLiner Mark III and we were so impressed with it, as well as the Creaser/Folder, that we ended up purchasing both. We had no intention of acquiring a new Creaser/Folder when we went in, but we were so blown away by its capabilities that it was a no brainer."

Training support was also exceptional, according to Yelvington. "But to be honest with you," he says, "the graphical user interface was so similar to what we had before, that my staff was questioning whether they even needed the training - a huge advantage in ease of use over competitors. Plus, the waste reduction is amazing. We are running much fewer overs. Nine out of 10 times, the first sheet out of the Creaser/Folder is sellable, and on most jobs, we are only running 5 to 10 overs. Our waste is almost non-existent now."

COVID-19 Business Update:

"As for many printers, it has not been business-as-usual for us during the last few months. Although a level of uncertainty still remains, having our equipment investments already in place positioned us favorably before the downturn and will serve to our advantage as the industry rebounds. It's a good reminder that your business should never be static. You need to constantly re-invest, improve your processes, and re-invent to be ready for whatever tomorrow brings."

Robbie Yelvington, President



State-of-the-art center now open

Horizon's new two-story facility officially opened on June 5, 2020, and includes over 16,000 square feet of dedicated demonstration space, complemented by a technical training center, internal print shop, and research and development area.

Takashima, Japan

Horizon Celebrates Grand Opening of Newly Expanded Factory.

Horizon International broke ground on its "Innovation Park" complex last year and recently celebrated the opening of its completed two-story facility this spring. The new addition will be multi-purpose; it will serve as a state-of-the-art customer demonstration floor, a technical training center, and a research and development facility. Among a full range of Horizon solutions, the innovative CABS 4000 Perfect Binding System is one of the first on display at Innovation Park, demonstrating flexibility and automation in the production bookbinding space, with the ability to produce up to 4,000 books/hour. Configured as a hybrid solution, this Smart Binding System will process both digitally printed and offset printed book blocks of loose sheets or folded signatures.

Located in the city of Takashima, a short train ride from Horizon's headquarters in Kyoto, the factory is the largest manufacturing facility in the world for the five major categories of print finishing equipment: folding, collating, binding, stitching, and cutting. Practical yet picturesque, the new Innovation Park expansion includes a deck overlooking beautiful Lake Biwa, the largest freshwater lake in Japan, rich with culture and history for visitors to enjoy in their downtime.

"This investment signifies Horizon's leadership and ongoing commitment to the finishing industry, and Standard could not be more excited to present this space to our North American customers, both in person and virtually."

David Reny, Executive Vice President, Standard

A grand opening ceremony to officially commemorate the new construction took place in early June.





Guests view interior spaces of new expansion at grand opening.

Scan this code to see highlights of Horizon's Groundbreaking Ceremony

Wikon, Switzerland

Hunkeler Unveils Generation 8 Unwinder and Rewinder.

The Hunkeler Generation 8 Roll-to-Roll solution features the latest high-speed unwinders and rewinders to ensure efficient downstream processing. The new UW8 Unwinder and RW8 Rewinder can handle web widths of up to 22.5" and have been streamlined to reduce the time it takes to change rolls by up to 30% compared to the Generation 6 unwinder and rewinder. Watch a video at https://tinyurl.com/gen8roll.

NEW

User-Friendly

The system displays the time and paper remaining so operators can maximize efficiency.

Increased Production Speed and Max Roll Weight

The system can run at up to 830 fpm and can handle rolls up to 1,980 lbs.

Optional Add-ons

The RW8 Rewinder can be equipped with one or more slitters and an edge trimmer on the left and right, without affecting processing speed or paper weight limitations.

