

**inkjet** | 10<sup>th</sup>  
**SUMMIT** ANNIVERSARY

# Optimizing Business with Production Inkjet

BROUGHT TO YOU BY

Printing Impressions In-plant Impressions

# Speakers



**Barb Pellow**  
**Manager**  
Pellow and  
Partners



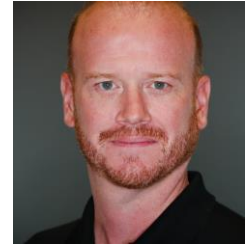
**Adam Avrick**  
**President**  
Design Distributors



**Don Mader**  
**CEO**  
Southeastern  
Printing



**Cheryl Kahanec**  
**CEO**  
Quantum



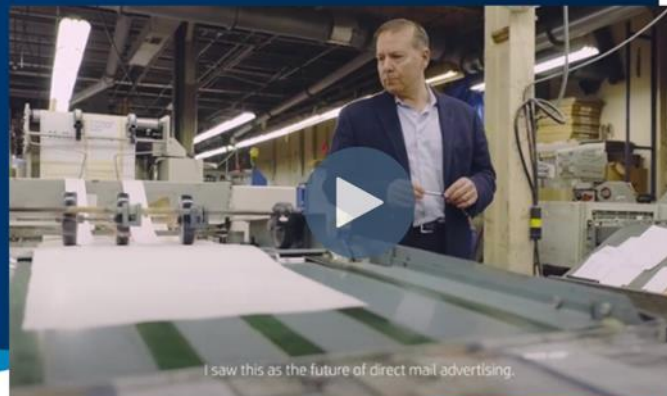
**Jeff Matos**  
**Sr. Director of  
Operations**  
Broadridge

# Design Distributors is a One-Stop Direct Mail Company

Deep printing experience and high-level postal expertise combine to create direct mail and print marketing solutions invaluable to your business.

[Get A Free Quote](#)

[Contact Us](#)



# About Design Distributors

- Family business that started as an envelope company in 1966
- 1987 began diversifying and developed into a full-service mailing, data processing, printing and imaging company
- Currently a hybrid facility producing 10 million pieces per month (blend of offset, cut sheet toner and production inkjet)
- Employ 100 people



# Services: Beyond Print

- Mailing
- Data Processing
  - Database management
  - Custom programming
  - Merge/Purge
  - List segmentation
- Fulfillment
- Optimization support
  - Frequency consultation
  - Account manager access
  - Response and ROI calculations
  - Design recommendations



# The Inkjet Journey

- Put a sample set of real customer jobs; sent to a narrow group of vendors
- Did field trips to installed locations
- Ultimately decided on an HP T240 HD
- Planned upgrade to T250 with inline coater



# Investing in Efficiency and Automation

- A job shop...Chaos based on changing customer demands for stocks
  - Settings automated to accommodate stock changes to simplify the process
- Moving to more and more trigger programs to process automatically for staging work
- Leverage Apogee, Colorgate, and Quadiant to streamlining job input
- Use EFI PrintStream for MIS
- Constantly evaluating new technology to optimize productivity

# Business Benefits

- Turnaround time....key to our client base
- Material and waste savings with no client inventory
- Larger available labor pool versus offset environments
- Flexibility through the pre-pandemic, pandemic and post pandemic market dynamics
- Helping manage supply chain issues

BENEFITS





# Recommendations for Peers

- Know your business (does your business lend itself to a sheet fed or roll fed environment)
- Leverage peer groups and other users of the technology you want to evaluate
- Leverage manufacturers involvement to rapidly resolve problems and improve operations





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# Southeastern Printing



# About Us

- Headquartered in Hialeah, FL
- Serving clients for nearly a century
- Built through both organic growth and acquisition
- \$45 million in revenue with 150 associates
- Serve fortune 500 companies in a variety of industries with a focus on healthcare, travel and leisure, retail, political



# Solutions and Services



## Offset Printing

As award-winning commercial printers, we've refined our processes to match the science of quality reproduction with the art of design creativity - every time.

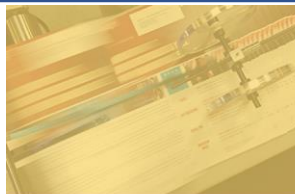
[LEARN MORE >](#)



## Digital Printing

Customize your full color print runs with variable data on a variety of papers up to 24 points. Add to this white, gold, silver or clear ink and your projects will shine.

[LEARN MORE >](#)



## Data Analytics & Mailing

As a USPS Certified Seamless mailer, our large-scale, high-volume, on-site mailing department stands ready to handle all your direct mail and variable printing needs.

[LEARN MORE >](#)



## Southeastern's Storefront Suite

There's simply no smarter way to organize, manage and distribute your marketing assets than with Southeastern's Storefront Suite.

[LEARN MORE >](#)



## Wide Format Printing

Have BIG needs? We have BIG solutions. Our wide format printing offers the highest resolution output on nearly any substrate imaginable for your larger printing projects.

[LEARN MORE >](#)



## Promotional Products

Branded promotional products are a great way to spread your message and make you stand out to prospective customers in unique and effective ways.

[LEARN MORE >](#)



## Custom Packaging

Make your product stand out on the shelf! We design, print and manufacture the best folded carton boxes for a variety of industries.

[LEARN MORE >](#)



## Warehousing & Logistics

Storage, inventory management and distribution of your marketing materials is made easy by our robust business intelligence tools.

[LEARN MORE >](#)

# The Inkjet Journey – Just Starting

- Recently installed a Screen Truepress Jet520 Series
- Part of a peer group where 4 members had made initial investments
- Listened to experiences as well as looked at current customer needs
  - Direct mailers looking for time to market and ROI
  - Demanding more variable data
- Ability to reduce labor made it a “no brainer”



# Adding Efficiency

- Investing to drive productivity is critical
  - Invested over \$10 million in the past 4 years
  - Komori 8-color perfecter press
  - Screen Truepress Jet520 Series
  - MBO nearline finishing line to slit, score, cut, perf and glue
  - Muller Presto with an attached MBO pile feeder
  - New 65,000 Sq Ft fulfillment center
- Software tools including Enfocus Switch; EFI iPlan and iQuote
  - Use these tools for tracking and monitoring actuals versus estimates, time and waste
- Marketing automation with SmartBub and HubSpot

# Business Benefits to Southeastern Printing

- Labor savings....doing more with less
- Reduced make ready
- Reductions in waste
- Better turnaround
- Improved customer satisfaction





# Recommendations for Peers

- If you don't invest you will “die”
- Efficiency/automation is part of the plant operation, but equal focus needs to be placed on sales and marketing
- Inkjet and good workflow are critical to driving larger variable data programs
- Customers want fast turnaround and ROI...It can only be delivered with the latest technology



# SCREEN

# About Quantum

Quantum Group, is a printing, technology and data-driven communications company specializing in state-of-the-art digital and offset printing, direct mail, fulfillment services and creative design.

- Established in 1992 in Morton Grove, IL
- 250 people
- 200,000 Sq. Ft. Facility
- 150 million variable and conventional direct mail pieces annually
- 1.5 million packages fulfilled annually
- Focus on Fortune 1000 clients....Pharmaceutical, Healthcare, Financial Services, Insurance, Senior Living, Higher Education



# SERVICES

We provide leading services to help our clients create integrated marketing campaigns that push the envelope.

- Printing:
  - Digital variable printing
    - Cut sheet color
    - Inkjet
  - Offset Sheetfed Presses
    - 8-Color UV Press
    - 6-Color
    - 5-Color

## Technologies:

- Web Storefronts
- On-line Print Automation
- Dashboards and Reporting
- Digital Asset Management

## Data Solutions:

- Omni-channel Marketing
- 3<sup>rd</sup> Party Data Procurement

# The Inkjet Journey

- Inkjet – Essential for our business
  - Speed
  - Volume
  - Ability personalization in large volume quickly
  - Drive to meet more stringent customer SLAs
  - Customer requirements for same day turnaround
- Most recent investment is the CANON PROSTREAM 1800



# Automation/Workflow for Efficiency

- Leverage an array of standard tools: Dalim, Switch, Pitstop, PACE
- Common challenges all Print service providers encounter:
  - Ingesting the job into the business from clients
  - Moving it to production, then to finishing, fulfillment, mailing, communications with the end client about where the job is in the process and billing the job
  - Every client wants something a little different, especially when it comes to reporting
  - Velocity of work.....hundreds of jobs coming through batch and imposition
- Example: One large pharma firm with 14 different workflow requirements...some jobs go to fulfillment; some are mailed; some go to inventory; all with different reporting needs

# Our Strategy

- Investing 6 to 8% of revenue in Infrastructure and IT
- Automating one workflow scenario at a time to minimize touches...a program by program approach to meet customer requirements
- Stepping up IT resources....Internally and externally with business analysts for the design process, software developers and solution architects



# Recommendations for Peers

- Inkjet technology is front and center to meet SLAs
- Workflow is equally critical
  - Leverage your team to develop objectives you want to meet and accounts you want to automate
  - Develop the picture of what you want to accomplish
  - Work with suppliers
  - Have internal resources that understand process
  - Talk to experts
  - Don't try to do it alone





# Canon

CANON SOLUTIONS AMERICA

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# The Inkjet Journey

- An all digital print operation with more than 100 digital devices printers housed is 6 geographically diverse locations
- Long history with inkjet going back to 1999
- Have fourth generation, high-speed Ricoh VC40000 continuous-feed inkjet press platform in full-color, monochrome, mono with MICR, and full-color with MICR versions
- Transactional print where this inkjet technology satisfies customer need for quality on uncoated plain stocks
- Produce thousands of jobs daily; 3 billion critical communications that equates to approximately 15 billion images annually.



# Automation/Workflow for Efficiency

- Pandemic taught us that you can't throw bodies increasing production...you need to automate
- A number of different initiatives
  - Two systems that run all our sites....one internally developed and Ricoh Process Director for cleansing files coming in with customization
  - Technology for load balancing
  - Bar codes for automated insertion and reconciliation
  - Automated Conveyor Lines as inserters finish
  - Automation in warehouse and parts depot
- Working with Spencer Metrics to track print devices and gain insight on equipment utilization

# The Benefits are Substantial

- Optimized print workflow ...files better labeled for routing
- Improved quality and assurance that jobs are printed on the right stocks
- Reduces labor to produce more work with less manpower
- Turnaround time and the ability to meet stringent SLAs



# Recommendations for Peers

- Start small and grow to meet needs
- Just tracking and understanding downtime can have a big impact
- Work with vendors
- Expand workflow focus as resources and time allow



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# In Summary

## OPTIMIZE EVERYTHING

- The challenges continue from stringent SLAs to labor shortages
- Inkjet is a starting point for doing more with less
- Automation end to end is critical and incorporates how companies ingest jobs from clients through to finishing, fulfillment and mailing
- Automation and minimizing human touches is critical to minimizing waste, labor reductions, revenue growth, profitability and long term success