



“With the quality of stacks we get with the RS Stack solution we have greatly improved throughput rates on the stitching equipment.”

Steve Kelly, Director of Digital Document Solutions, ADP Brokerage Services.

RS Stacks Up for ADP

Industry

Service Bureau

Application

On-demand annual reports and stock prospectuses

Printer

IBM Infoprint™ 4100

Solution

RS Stack:
RSU5 Unwind
RSC7 Cutter
RSM2 Merger
RSD1 Stacker

“We produce many different communications pieces for our clients and many of them require finishing before mailing,” said Steven Kelly, Director of Digital Document Solutions at ADP Brokerage Services. “In order to meet our tight deadlines and high volume demands, one of our biggest challenges was finding a way to produce the tightest stacks possible to pass through our finishing devices.”

ADP Brokerage Services handles an average of 1.4 million trades per day for its worldwide client base. Their Information Distribution Services group supports those transactions by printing and mailing 870 million pieces of shareholder materials each year, including daily trade confirmations, customer statements and year-end tax documents. Many of these one-page and multi-sheet documents are produced in the company’s Print on Demand (POD) facility in Edgewood, NY, and some, such as annual

reports or stock prospectuses, are formatted as saddle-stitched booklets via high-speed stitching equipment. Kelly and his staff rely on the Lasermax Roll Systems RS Stack solution with descending stacker to provide the precision cutting and stacking that is vital to maximizing productivity in the company’s offline finishing devices.

“We do slit/merge work every day for maximum throughput rates so we needed the RS Stack’s slit/merge capability,” said Kelly. “But we found the descending stacker was an excellent way to output high-speed print because it provides the high-quality stacks we need for our stitching machines.”

Attached to ADP’s IBM Infoprint® 4100, which prints on several different paper sizes, including 11 x 17, 8.5 x 11 and 5.5 x 8.5, the RS Stack cuts, slits, trims and merges two-across output into a single collated stream. Servo-



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driven nips at the entrance of the stacker slow down and stop the sheets while maintaining control, for near-perfect stacks. The post-cutter buffer on the stacker buffers sheets, not the web in festoons, eliminating a potential source for curl and the resulting jams. The stacker then presents finished stacks for easy removal. The POD operators manually feed the stacks into a variety of off-line finishing equipment, which include their IBIS Digi-stitcher and Bell & Howell stitching/perfect binding units.

“Before the descending stacker, our operators were frequently dealing with jams due to paper that wasn’t stacked tightly enough being fed into the stitching units,” Kelly said. “We can’t afford to slow down or stop the finishing machines to deal with jams.”

According to Kelly, most of the jobs in the POD shop require same day or 24-hour turnaround, so the downtime made it difficult for them to meet their deadlines.

“With the quality of stacks we get with the new RS Stack, we have virtually eliminated the jams and downtime that were previously caused by stacking problems, and greatly improved throughput rates on the stitching equipment,” he said.

The RS Stack solution is also operator friendly and requires little upfront training.

“We can basically set up the system, let it run, press the eject button and the stacks come out. It’s that easy,” Kelly said. “Our operators prefer to work with the stacks created on the RS Stack because they know they’re going to

feed well, whether the paper size is 11 x 17 or 8.5 x 11.”

For other applications that don’t require off-line finishing, the RS Stack functions well, too. “The cutting on the RS Stack is very good and we end up with precisely cut sheets,” he said.

The RS Stack system is manufactured by Lasermax Roll Systems, the world’s largest producer of automated paper handling equipment for digital printers.

ADP already utilizes the company’s Roll-to-Roll and AutoLoad™ systems throughout its printing and mailing facilities in New York, New Jersey and Texas, so Kelly was familiar with Lasermax Roll Systems customer service and dependability. If any issue arises that requires support, Kelly finds the people at Lasermax Roll very accessible.

“We have a good relationship with Lasermax Roll – they’re always there to handle any challenges that may come up. Our sales representative also calls periodically just to check on how we’re doing with the equipment,” he said.

“The RS Stack solution is a reliable machine,” Kelly said. “Good equipment that runs well, like the RS Stack and descending stacker, is one of the factors that allows us to be productive and meet our service commitments.”

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