



CASE STUDY

“Our DocuSheeters are the two things in our digital print operation that continually work without any problems. I would encourage any company to purchase a similar solution.”

Priscilla Evans, Director of Pre-Press and Digital Output, Cadmus Publishing Service

Cadmus Has Printing Down to a Science

Industry

Book Publishing

Application

Scientific, medical and technical-based journals, magazines and books

Printer

Xerox Nuvera™ 144

Solution

DocuSheeter™ NV

With over 125 years of publishing experience, Cadmus Publishing Service is a true expert in the field of professional printing.

A division of Cenveo, Inc., the company’s focus remains on “essential information markets,” meaning that the majority of the content they produce is unique, often times complex data, crucial for the end-user. Such products include scientific, medical and technical-based journals, magazines and books printed for scholarly publishers.

Because essential information is serious business, Cadmus works as a complete end-to-end publisher, creating high volumes of publications entirely on-site in their Easton, Maryland print operation. From processing and printing the initial content to binding or stitching the finished periodical, Cadmus does it all.

In order to remain a market-leader in their specialized industry, Cadmus recently took an important step in the direction of automating their cut sheet digital print operation.

“For several years we have been manually loading sheets of paper into the drawers of our cut sheet digital presses,” explained Priscilla Evans, director of pre-press and digital output for Cadmus. “Not only is that a constant and tedious practice, but an expensive one too.”

In the summer of 2007, the management team at Cadmus knew the time had come to make a change. When the company decided to purchase two Nuvera™ 144 digital printers, Xerox introduced them to the Lasermax Roll Systems DocuSheeter™ NV roll feed system.

The DocuSheeter NV cuts sheets of paper from a large 50-inch diameter roll and feeds them on demand to the Nuvera 288, 144, 120 or 100 Digital Production Systems — no manual loading required.

“Once we heard about the DocuSheeter’s roll-feeding capabilities, we knew it would be more cost-effective and time efficient than our past experience filling and refilling the printer drawers,” Evans said.



“The DocuSheeter system runs for up to 24 hours. The only time it stops is when we have to change the roll of paper, which takes less than five minutes to do.”

Two DocuSheeter NVs were installed inline with the Xerox digital presses and have been working nonstop ever since.

“The process to have the DocuSheeter systems installed and up and running as an essential part of our operation was a non-event,” Evans said. “Which is always a good thing.”

Despite Cadmus’ initial concerns, the DocuSheeter NV solutions worked well from the start.

“When we first had the systems installed we were worried we would have a lot of paper jams because of the cutting before printing,” she explained. “Not only have there not been a lot, there hasn’t been one single jam due to the DocuSheeters.

“Instead, the DocuSheeter system runs for up to 24 hours, problem-free. The only time it stops is when we have to change the roll of paper, which takes less than five minutes to do.”

The DocuSheeter’s automated operation has allowed Cadmus to cut labor and reduce costs, while taking on additional work.

“The two DocuSheeter NV digital print lines take half the manpower of our other printers,” Evans said. “We even leave the presses running overnight with no operator on the machines and when we return in the morning the jobs are successfully completed.”

Besides reducing Cadmus’ labor needs significantly, the DocuSheeter NV systems have also cut the company’s paper costs.

“We have applications that require a 7-by-10 inch trim,” explained Evans. “Before the DocuSheeters, we would print these jobs on 11-by-17 inch sheets and cut off the excess paper, which created considerable waste.”

The DocuSheeters’ ability to cut virtually any form length enabled Cadmus to create the 7-by-10 inch applications on the same paper rolls used for their 8.5-by-11 inch runs. Operators simply choose the pre-programmed cut length of 14 inches on the touch-screen menu and the sheets are cut precisely.

“Due to the extensive reduction of waste, our savings on paper for the 7-by-10 inch applications alone is nearly 18-percent,” said Evans. “And, because the roll-fed paper costs 15 to 20-percent less than cut sheet, we can move work over and save considerably on both production and labor costs.”

Evans says the team at Cadmus is happy with their decision to install the Lasermax Roll Systems DocuSheeter NV system.

“Our DocuSheeters are the two things in our digital print operation that continually work without any problems,” Evans said. “I would encourage any company to purchase a similar solution.”

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www.lasermaxroll.com

| | | | |
|----------------|----------|------------------|------------------------------------------------------------------------------|
| China | Shanghai | +86 216 2790792 | info@lasermaxrollsystems.cn |
| | Beijing | +86 108 5804932 | info@lasermaxrollsystems.cn |
| Singapore | | +65 6793 9478 | info@lasermaxroll.sg |
| Sweden | | +46 372 256 00 | info@lasermaxroll.se |
| United Kingdom | | +44 179 370 7110 | info@lasermaxroll.co.uk |
| USA | | +1 781 229 2266 | info@lasermaxroll.com |