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Dale Williams, Director of Pre-Press, Sheet-Fed and Digital Print Operations, Offset Paperback Manufacturers

A New Chapter in Digital Print

Industry

Book Printing

Application

On-demand books, 2-up

Printers

Xerox DocuPrint® 1050

Solution

RS Stack:

RSU5 Unwind
RSC7 Cutter
RSM2 Merger
RSD1 Stacker

In 1935 the first paperback books were published and in 1960 dollars sales from paperbacks surpassed hardcover editions. The paperback has continued to flourish throughout the years and, with it, those who manufacture these softbound books.

Offset Paperback Manufacturers (OPM) of Dallas, Pennsylvania, is a true testament to this success. A part of Bertelsmann AG, OPM is one of the largest producers of paperback books in the world, manufacturing around 350 million mass market and digest book products a year.

After almost 25 years of traditional offset printing, OPM was faced with changes in the print marketplace including a decline in overall demand, off-shore competition, as well as competition with other forms of entertainment like television and the Internet. Also, increasing customer demands in the area of inventory management required

faster turnaround times and shorter run lengths.

In order to stay ahead of the market, OPM expanded its operation in 1998 to include a digital, print on demand facility, currently located in nearby Laflin, Penn. They hoped to offer a new way for both large and small publishers and individual authors to digitally print books in any quantity, while maintaining the quality of their offset operation.

The company has come a long way since then. With customers such as publishers in the textbook and vanity markets to those in need of just one book, OPM has turned print on demand into big business.

“When Offset Paperback first began digitally printing, we started with a couple of cut-sheet black and white printers and a color printer. Back then, ‘print on demand’ was just a fancy term for printing books on a copier,” explained Dale Williams, director of pre-press, sheet-fed and



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digital print operations at OPM. “However, in 2004 we experienced rapid growth in our digital print area. By that, I mean we went from printing about 12 million pages a month to 80 million a month, all within two months of production.”

In order to meet these extraordinary demands, OPM needed both state-of-the-art digital printers and fast and reliable finishing equipment to work with the printers and handle the wide scope of their applications.

After learning about Lasermax Roll Systems’ products, OPM decided to install an RS Stack solution along with their Xerox DocuPrint® 1050 continuous digital printer.

The RS Stack successfully did the job it was installed to do. As the DocuPrint 1050 printed books side-by-side, the RS Stack created two-up book blocks, which were then perfect-bound near-line to create the paperbacks. Soon enough, operators discovered the system was capable of even more.

“The benefits of the RS solution weren’t even realized until it was already installed and we tried some different things,” Williams said.

“At one point we experienced a significant backlog in our saddle-stitch product line, which we were then printing and finishing on a cut-sheet printer. We experimented running the product on our digital webs and realized the RS stacker was able to create a one-up, four-page signature from the web, which we can then saddle stitch

into booklets for additional applications.”

Besides the RS Stack’s versatility, Williams also praises the solution’s speed, ease of use and the service and support he’s received.

“The work environment here is unique and we are under a lot of pressure,” Williams said. “We are constantly pushing ourselves and our equipment to the limit. Lasermax Roll Systems’ products and support have improved our printing process and continue to help us find new solutions to increase productivity.”

OPM has also recently installed the dual running perforator option on the RS line. This option allows for perforated pages on both saddle stitched and perfect bound products.

As a result, they are experiencing over \$250,000 in savings annually versus purchasing perforated stock and have improved uptime with less roll changes necessary.

One-of-a-kind options like the dual running perforator are just one reason Williams says OPM continues to benefit from Lasermax Roll Systems products and services.

“We continue to work with Lasermax Roll Systems because they’ve always lived up to our expectations,” he said. “If that weren’t the case, the equipment wouldn’t be here today. We just can’t afford to run our business any other way.”

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