

# FinishLine.

■ **LifeSprings Media**

Streamlines operations with Horizon saddlestitching, perfect binding, and trimming

■ **Starline Printing**

Upgrades bindery with Horizon solutions to reduce labor costs and increase efficiency

■ **Showtime**

Plans underway to gather for PRINTING United, with a debut of the new Horizon AFV-56K Folder



**Content Critical Solutions relies on Standard Hunkeler for producing data-intensive transactional printing.**

See details inside...

# Contents

## Customer Snapshot

■ **3** LifeSprings Media looks to Horizon solutions to eliminate bottlenecks and ensure future growth

## Customer Profile

■ **4-5** Content Critical Solutions relies on Standard Hunkeler systems to deliver quality, dependability, and ease of use

## Virtual Demo Program

■ **6** Standard's virtual demo program expands with live demos now available from Horizon and Hunkeler

## Showtime

■ **6** Printing industry poised to come together for the first time in over a year for PRINTING United in Orlando, FL

## New Product Announcement

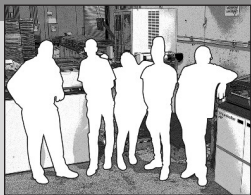
■ **7** Standard announces new AFV-56K, the next generation of Horizon automated folders

## Customer Snapshot

■ **8** Starline Printing refreshes bindery with new Horizon finishing solutions

## On the Cover

Content Critical Solutions



(Left to Right)

**Fred Van Alstyne**, COO  
**Donovan Lyston**, Southeast Operations Mgr.  
**Victoria Leath**, Operations Administrator  
**Sheldon Jones**, Insert Operator  
**John Waller**, Print Operator

### Publisher:

Standard Finishing Systems  
10 Connector Road  
Andover, MA 01810  
Tel. 978-470-1920



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# Welcome

## Print Perseveres.

After too many months of uncertainty, we are collectively ready to turn our attention toward reshaping and reinvigorating the print industry despite the unique challenges of the pandemic.

Printers are taking this opportunity to make critical investments to improve productivity, increase value, and lower costs in the long term. As print service providers expand their portfolios with digital offerings and other capabilities to stay competitive, there has never been a greater need to be more efficient and streamlined on the production side.

In this issue, our three customer stories have a common theme. These companies have committed to reconfiguring their binderies for maximum efficiency and future growth. Horizon and Hunkeler solutions have allowed them to decrease set-up times, reduce touchpoints, minimize waste, and cut down on space requirements. Additionally, the simple user interfaces and operator-friendly automation of their new systems have ensured a quick learning curve and enabled cross-training for greater labor savings.

Standard's virtual demo program has been up and running for over a year now and we continue to make enhancements that improve the customer experience. In this issue, we are pleased to introduce virtual demo capabilities direct from our manufacturer locations, too – Horizon in Japan, and Hunkeler in Switzerland.

As we talk to customers and partners, one thing is certain: We are ready to see each other and collaborate in-person again! We are now preparing for PRINTING United in-person in Orlando this October, and we're even more excited to see how the virtual component will enhance our relationships as an added touchpoint to in-person interaction before, during, and after the show. We're also thrilled that those who typically can't travel to the event can now participate online - a missed experience now becomes an online experience that serves to move the industry another step forward. Thanks for reading!

*Doug Reny*  
Vice President of Operations

*David Reny*  
Executive Vice President

*Steven Reny*  
President

## A simplified user interface makes cross-training easy

While the production staff at LifeSprings was used to manually adjusting machines, adjustments on the new equipment are controlled from the touch screens. "It's a big change for us," Benson says, "but everyone loves the equipment. With their consistent user interface, we have been able to cross-train as well. And a huge benefit has been the ability for our digital press operator to interrupt long offset runs on the StitchLiner, quickly turn around rush digital jobs, and then set the system to go back to the long-run job without a hitch!"



Located in Franklin Springs, Georgia

# LifeSprings Media Modernizes Bindery With View Toward the Future.



**Consolidates bookletmaking into one integrated process, minimizing make-ready time and waste.**

LifeSprings Media, established in 1919, was previously known as Advocate Press before becoming LifeSprings in 1995. The company, located in Franklin Springs, GA, operates both offset and digital presses, including a 40" Heidelberg press and a newer Canon VarioPrint 6270 Titan press, an upgrade to replace two older toner-based machines.

About 85% of LifeSprings's work is producing booklets for church clients as well as manuals and technical documentation for heavy machinery. "We saw a big change in our business in the 2007/2008 timeframe," says Scott Benson, Manager, "including a significant decrease in run lengths which drove more volume to our digital presses, and thus, the upgrades. But we also saw a need to both eliminate bottlenecks in the bindery and ensure we had capacity there for growth."

Benson notes that, with toner-based printing and in-line finishing, the press has to go down if the finishing unit goes down. Because of that limitation, there was interest in enhancing the bindery to take the finishing offline. "In addition," he says, "we had older folders, stitchers and perfect binders from a variety of different vendors. This meant finishing a booklet took several steps and several pieces of equipment, with set-up and make-ready waste for each. For the perfect binding we were doing in house, we had to take bound books to the cutter to trim them, an extra step. We wanted to get set up with the bindery



(L to R) Ken Jackson, Offset & Finishing Director, and Shelton Bell, Production Assistant, operate the StitchLiner.

equipment we needed to take care of these bottlenecks, but also allow us to grow toward the eventual acquisition of a production inkjet press that will likely ultimately replace our offset press."

Most of the staff of industry veterans at LifeSprings had used Standard Horizon equipment in the past. Benson says, "When it came to acquiring new bindery equipment, we knew that Horizon has always been the most reliable. It is tried and true. When you make that investment, you know it is something that will last you for a long while and pay off. We wanted to make sure we had something that is going to be around for the long term and is going to be reliable. That's why we went with Standard Horizon."

The company acquired three pieces of Standard Horizon equipment: the StitchLiner Mark III Saddlestitcher with three collating towers, the BQ-270 Perfect Binder, and the HT-30C Three-side

Trimmer. "This consolidated our bookletmaking into one integrated process," Benson explains. "It cut our make-ready time and waste down to almost nothing, and it reduced our offset overruns from 8% to 10% to just a few sheets." With the perfect binder, we believe it will allow us to significantly reduce the amount of perfect binding we have been outsourcing, reducing those costs and gaining increased control over lead times, plus with the three-side trimmer, the books come out ready to go on the shelf."

While the production staff at LifeSprings was used to manually adjusting machines, adjustments on the new equipment are controlled from the touch screens. "It's a big change for us," Benson says, "but everyone loves the equipment. And now we have room to grow. We can better meet the needs of today, and we have the capacity both to expand the current business and to look for new customers and new applications as well."

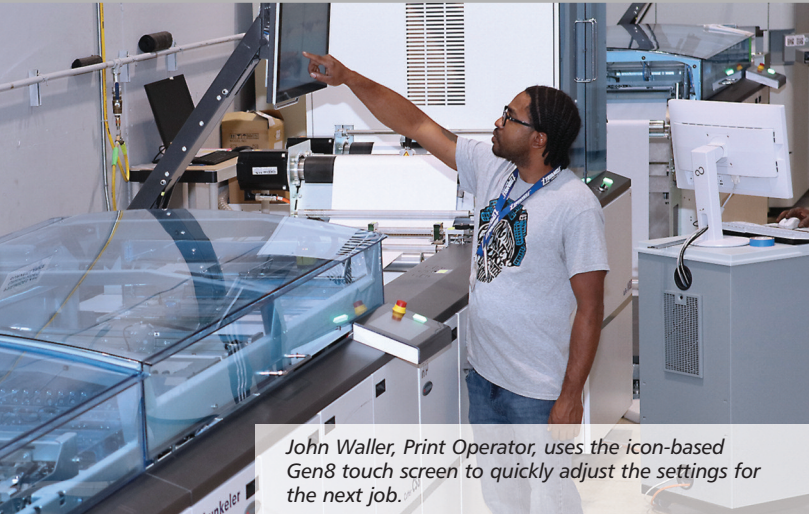
Benson worked with the local Standard Horizon dealer, Graphic Technology Group, and was pleased with their service and support as well as that from Standard. "Dealing with Graphic Technology Group and Standard is more like a partnership," he says. "They are in it for the long haul. Your problem is their problem, and they have been great to work with. Plus, as we make this transition from offset to whatever the modern shop is going to look like, they have solutions to meet those needs, and we feel really good about working with them when it comes to finishing."



### Speaking from our experience

“When you have something with a lot of moving parts and a lot of activity going through it, it has to be solid. And that’s what our experience over the years has been with Standard Finishing and Hunkeler.”

*John Slaney, Chief Technology Officer  
Content Critical Solutions*



*John Waller, Print Operator, uses the icon-based Gen8 touch screen to quickly adjust the settings for the next job.*



*Victoria Leath, Operations Administrator, and Donovan Lyston, Southeast Operations Manager, check the CS8 cutter/seperator.*

Four locations producing data-intensive transactional printing

# Content Critical Solutions Relies on Hunkeler Quality, Dependability, Ease of Use.



Newly acquired Hunkeler Generation 8 expands variable production capabilities.

“It’s quite a statement when you have a device you acquired in 2000 that you ran every day, and you put it to rest 15 years later only because it was finally time to upgrade the technology,” says John Slaney, Chief Technology Officer of Content Critical Solutions. “We used our first Hunkeler system when we were printing on-demand newspapers to go on flights out of JFK. When you have something with a lot of moving parts and a lot of activity going through it, it has to be solid. And that’s what our experience over the years has been with Standard Finishing and Hunkeler.” This is just one example of the reliability and quality Content Critical has experienced from its Hunkeler and Horizon systems.

Content Critical Solutions operates out of four locations (New Jersey, Florida, and two in New York), producing data-intensive transactional printing. The company has been using Hunkeler equipment in their Moonachie, NJ, plant for nearly 20 years, and they replaced the original line at the end of 2017 with Hunkeler’s next generation in order to expand variable production capabilities. When Content Critical began looking for an in-line finishing solution to complement a Canon ColorStream 6900 production inkjet press in their Fort Lauderdale, FL, plant, there was no hesitation in selecting Hunkeler from Standard Finishing. “We had some problems with

**“These systems are reducing the number of jams and errors we experience, and that’s really important to our operation.”**

competitive solutions in the past, and we felt, based on our long history and experience with Standard, that Hunkeler was a better decision,” says Fred Van Alstyne, Chief Operating Officer.

For the Florida plant, Content Critical installed an in-line configuration that includes both roll-to-stack and roll-to-roll capabilities, including the Hunkeler Generation 8 Roll-to-Roll solution and the Generation 8 Roll-to-Cut/Stack line along with the Hunkeler DP8 Dynamic Perforating module. “In Florida, we produce tolling statements and notifications, as well as financial and insurance transactional printing,” Slaney adds. “It was a

terrific decision and pretty impressive as everything is in-line in one system.”

Shortly after, the company equipped its Congers, NY, plant with the same capabilities, except in a near-line configuration, to finish output from their Canon press. At this facility, and in New Jersey, the company produces voting ballots for New York, New Jersey, Pennsylvania, Florida, and other states. Because each ballot needs to be matched to the correct shipping label for each state, ballot printing typically took hundreds of costly labor hours.

“This is a scenario where our long-term relationship with Standard

*With the Generation 8 system, the touch screen makes it very easy for operators to quickly adjust the settings, with fewer opportunities for error. The visual representations and the set-up process are dramatically better.*



*The new Hunkeler line includes the WM8 Web Merger which allows slitting and merging left under right or right under left.*



*Sheldon Jones, Insert Operator, checks image quality and web integrity as the job is prepared for finishing.*

Finishing and Hunkeler really paid off,” notes Van Alstyne. “When we were making decisions about how to configure our ballot printing operation, we reached out to Standard, and they brought in people very familiar with the process. That helped us make the right decisions.

“We were able to eliminate the labeling process because we are streaming the box label and the separator sheets right into the print stream. They come out offset stacked, are dropped into a shrink wrapper, and then right into the box. Not only was this a significant labor saver, but it eliminated any potential errors in matching. And we can produce two-sided ballots up to 39 inches long.”

Content Critical also runs two Horizon BQ-270V Perfect Binders in its New York City and New Jersey facilities, where they produce full-color pitch books, presentations, reports, and more for the financial industry. The binder in New Jersey is equipped with barcode verification technology for book block and cover matching which allows validation right at the bindery point for mission-critical communications. And to further round out the finishing operation, Hunkeler unwinding technology is utilized to feed pre-printed rolls into their BlueCrest inserters.



Across their facilities, Slaney and the Content Critical operators are impressed with Hunkeler’s Generation 8 user interface. “In the generation before, we had LCD screens; and it took time to find the right settings,” he says. “Now, with the Generation 8 system, the touch screen makes it very easy for operators to quickly adjust the settings, with fewer opportunities for error. The visual representations and the set-up process are

dramatically better, and that has definitely aided our operators as we upgraded all of our equipment to Generation 8.”

Slaney again pointed to the reliability of Hunkeler as integral to Content Critical’s operation, stating, “The reliability of the Hunkeler lines is vital here. The nice thing I can say is we immediately see the number of reprints and kick-outs we get from the process. I will tell you it’s really been minimized. The systems are working very well. Anytime we have to go back and regenerate something because it wasn’t cut right, for example, that adds time to the process. These systems are reducing the number of jams and errors we experience, and that’s really important in an operation like ours.”

Slaney also prefers the rotary cutting blades Hunkeler uses. “We had another system that used knife blades,” he says, “and it seemed like we were always having to change them. We run a lot of work through these systems, and there can be a lot of wear and tear. But with the Hunkeler systems, we get good clean cuts and rarely have to stop to change the cutting blades.”

Slaney notes that the company tries to solve all of its own problems, adding, “But when we can’t, it’s important to have direct access to good partners. We are able to work directly with Standard Finishing, and with Hunkeler in Switzerland, as needed. Downtime for us can be disastrous. We don’t have extra equipment just sitting around as backup. Both Standard and Hunkeler are extremely attentive and responsive. It’s important to have good partners we can call on when we need them!”



## Standard's virtual demonstration program continues to grow

Even as we begin to welcome more in-person visitors to our Demonstration Center, we are excited to continue expanding our successful virtual demonstration program! See our products live from our demonstration floor and ask our experts to answer any questions you may have about your unique finishing needs. To schedule a virtual or in-person demo, reach out to your Standard Sales Manager.

Live demos from our partners

## End-to-End Expertise.

We are pleased to share that we are now scheduling virtual demonstrations with Horizon and Hunkeler! In these demonstrations, you'll be able to view any products that aren't currently available in Standard's showroom live from our partners' demonstration floors in Japan and Switzerland.

**Horizon** opened their new demonstration center, the Horizon Innovation Park (HIP), in 2020. HIP is a cutting-edge demonstration floor, technical training center, and R&D facility – all rolled into one. A full range of Horizon solutions are on display including their Smart Binding System which can process both digitally printed and offset printed book blocks of loose sheets or folded signatures at up to 4,000 books/hour.

**Hunkeler's** state-of-the-art showroom in Wikon, Switzerland, features Hunkeler's best-in-class Generation 8 finishing lines. In addition to their live demonstrations, Hunkeler has also unveiled a virtual version of their showroom where you can tour their training and demo center on your own from the comfort of your home or office.



Take the tour here: <https://my.roomtour.ch/tour/hunkeler-ag/>

Largest print exhibition in North America to be held October 6-8 in Orlando, Florida

## Coming Together for PRINTING United!

This October, the printing industry is poised to come together for the first time in over a year for PRINTING United in Orlando, FL. For this in-person event, which will also have a digital component for those that can't travel, PRINTING United is working closely with the venue and state and local health organizations to ensure the event will be safe for exhibitors and attendees. During the three-day event, attendees will be able to explore all industry segments from apparel to packaging to commercial printing and finishing under one roof.

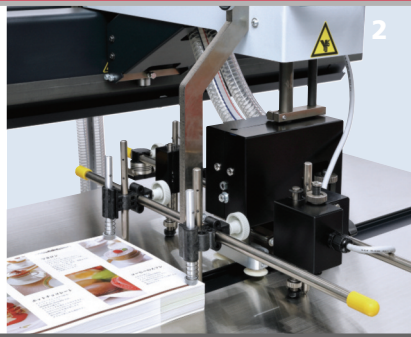
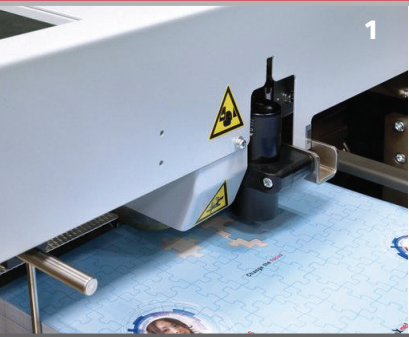
Standard is looking forward to attending and exhibiting at PRINTING United. Standard will have a 4,000 square foot booth on the show floor where we will feature several of our newest and most popular products including Hunkeler Generation 8 pre- and post-solutions, as well as the Horizon BQ-500 Perfect Binder and the AFV-56K Folder, both equipped with iCE LiNK – the new cloud-based workflow management system from Horizon. The BQ-500 will be featured alongside a selection of brand new accessories including automated book-block feeding, end-sheet feeding, and gauze feeding.

**We look forward to seeing you all in October in Orlando!**

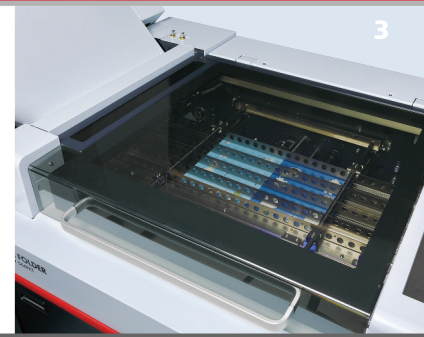


For more information about the event including registration and safety protocols –

**Please visit [www.printingunited.com](http://www.printingunited.com)**



- (L to R)
1. The belt speed can be increased up to 885 feet/min for higher productivity.
  2. Positive sheet separation is easily achieved with rear sheet and pile air.
  3. Sound proof safety covers provide quiet operation.



New system builds on the success of previous generations of Standard Horizon folders

# AFV-56K iCE Folder Combines More Intelligent Automation with Increased Efficiency.



Designed to reduce manual touchpoints and optimize production.

The new, automated AFV-56K Folder from **Horizon** Standard Horizon is the latest addition to Horizon's popular line of folders. This 6-buckle folder with integrated knife/buckle cross-folding contains 44 fully-automated settings for improved efficiency, more operator-friendly production, and reduced waste and make-ready. Roller gaps and buckle plates can be easily fine-tuned from the improved touch screen control panel, and the AFV-56K has introduced automated stop adjustment under the knife and trailing edge roller adjustments to reduce operator intervention and maximize machine uptime. The system features a brand-new, automated register table with an adjustable vacuum belt that eliminates steel and plastic drive pull-in for registration. In addition, the system can now automatically calculate the optimal feed interval to ensure top production speeds and efficiency with no manual adjustments or trial and error.



New touch panel design provides improved screen navigation and ease-of-accessibility at delivery side.

Equipped with **iCE LiNK**

The AFV-56K comes equipped with **iCE LiNK**, a new cloud-based monitoring tool from Horizon that can also handle KPI analysis, PM schedule/alerts, JDF/IJMF workflow, scheduling, job creation, editing, and more.

# 44 FULLY-AUTOMATED SETTINGS

The new AFV-56K shown with optional PST-44 Pressure Stacker



Right side view showing paper feed table



## Other Key Features

- ✓ **Fast set-up**  
*Set-up and changeover times are nearly 20% faster than the previous generation of folders.*
- ✓ **System status indicators**  
*The AFV-56K features customizable LED lights that alert operators to system status at a glance.*
- ✓ **Reduced noise**  
*Enhanced sound-proof covers are included over the fold plates and the registration table to reduce noise by 2 decibels compared to previous models.*
- ✓ **Improved feed section**  
*The AFV-56K uses a single-piston suction head system for faster and more accurate operation.*
- ✓ **Easy access**  
*Operators can access key sections for paper, minimizing downtime and maximizing productivity.*
- ✓ **Memory Storage**  
*Increased job memory storage, with up to 999 memory positions available.*
- ✓ **Production speeds**  
*The system can reach speeds of up to 656 feet/min when cross-folding and up to 885 feet/min for parallel folds.*

Linda Lechalk operates the new **StitchLiner Mark III**.



Angelo Pacili runs a job on the **CRF-362 Creaser/Folder**.



Lawrence Grieco sets up the **AFC-566FG Folder**.



Located in Albuquerque, New Mexico

## Starline Printing Drastically Reduces Labor Costs with Bindery Refresh!

**STARLINE**  
PRINTING COMPANY, LLLP



Operating better and faster to meet customer demands for shorter runs and reduced cycle times.

Starline Printing, located in Albuquerque, New Mexico, has a strong tradition of making technology advances ahead of its competitors, and it has always had a reputation as a high-quality printer. In 2020, the company moved its operation to a new location and took that opportunity to look for a better, more efficient way to operate its bindery. "In our previous location, we had older traditional equipment from the 1980s and 1990s," says Bill Lang, the company's president. "We decided we needed to look at a way to operate better and faster to meet customer demands for shorter runs and reduced cycle time."

Before the move, Starline had 10 machines in its bindery consuming about 20,000 square feet of production space in a labor-intensive operation. "Our older stitcher/trimmer, for example, required three to four people to operate," Lang explains. "And we had to have specialists for each equipment type – folders, stitchers, cutters. We knew there had to be a better way."

Starline turned to its dealer, PDS Equipment, and Standard for a solution. "We started this process about the time the pandemic broke out," Lang adds. "We were actually scheduled to visit the Standard Finishing demo center in Boston, but everything got cancelled. They set up a virtual demo for us – I think we were the first to take advantage of that – and it was very well done – gave us all the information we needed to make a decision."

The end result was the acquisition of a Standard Horizon StitchLiner Mark III Saddlestitcher with three collating towers,

a Horizon CRF-362 Creaser/Folder, and a Horizon AFC-566FG Folder. "The only equipment we brought with us when we moved were our guillotine cutters," says Rod Arnold, COO. "We reduced the space required for the bindery from 20,000 square feet to about 3,500 square feet, which in and of itself was a savings in overhead. But the biggest benefit was in labor savings."

**"Standard set up a virtual demo for us and it was very well done – gave us all the information we needed to make a decision."**

*Bill Lang, President  
Starline Printing*

Arnold notes that, with the older configuration, the bindery could rack up as much as 400 hours of overtime in a month. "Now," he says, "we complain if they have 15! The difference in labor costs is tremendous, much more than we expected. Savings in labor was the biggest driver for the investment, and we have over-achieved what we expected. As an example, we thought we would need two people to run the StitchLiner, down from four on our older equipment, but it turns out we only need one, and that's not even full time; same with the folder."

Starline was also pleased with the support that PDS Equipment and Standard provided during the installation process. "We had two people on site for installation and training, and we were amazed at how quickly an operator can be trained on the equipment," Lang says. "Within two to three hours, an operator can learn to set up the equipment, and the user interface across all of the equipment is the same, so it makes cross-training easy. We even trained our offset press operator to run the bindery equipment, something you don't see very often. And our digital pressmen can run the Creaser/Folder while a digital print job is running."

Arnold added, "The other huge advantage for us was a reduction in set-up time and waste. We used to require 2% overruns to account for bindery waste; now it's just a few sheets. And what could take as much as two hours and a lot of mechanical adjustments on our older equipment now takes just minutes, and a lot less frustration. This is especially important since we do a lot of 2,500 to 3,000 runs on the StitchLiner, and we can't afford hours of set-up time for each job.

Plus, the StitchLiner is predictable – we know exactly how long it will take to run a job, and that makes it easier to accurately predict – and meet – customer delivery times."

Lang concludes, "The equipment drives productivity because it just runs. It's dramatically changed our business in so many ways!"