

THE LION ROARS WITH NEW HORIZON



Output Doubled - in more ways than one!

There is nothing timid about the finishing department at Sandy's The Lion Press following the addition of a new Horizon SPF-200A.JDF automated book production line from Graphic Arts Equipment.

The proud roar of the newly- invigorated bindery resonates throughout the Bedfordshire printer as it wins new business and forges stronger links with existing customers thanks to the integrated PowerCollating, and stitch/fold/trimming line.

A key component in Lion's system is an optional Horizon MKU-52 mobile knife unit to endorse fold brochures, catalogues and booklets on-line at the delivery. It has enabled the booklet-printing specialist to reduce the size of the finished products and therefore the postage costs - savings which offer clients a much-needed life-line in an increasingly competitive arena where every penny counts.



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Partner David Earl explains: “The mobile knife has made a huge impact. 90% of people are having their A4 booklets reduced to A5 and we wouldn't have got that work if we couldn't do it. We have just got a new order of 15,000 books per month after we helped the client make savings on the postage. They didn't now how to get around the problem and we were able to solve it very quickly because we have the right equipment.”

The new Horizon has also dramatically improved throughput in the finishing department says Mr Earl: “We are able to finish the booklets much faster - more than double the number of items per hour - and this has saved us a considerable amount on outsourcing.”

The improved productivity also gave the business the confidence to invest in new press capacity. Mr Earl says being confident the additional work could be completed quickly and reliably in-house was crucial to the investment. He adds: “Customers have commented on how much faster we are getting the jobs done too. The automated Horizon has made us more competitive.”

Mr Earl and partner Julie Brown each researched the market thoroughly before deciding on GAE. Mr Earl explained: “We looked at everything else on the market but chose the Horizon equipment because it looked the best for the job. It is very robust and reliable.”

GAE has now installed more than 450 Horizon JDF-compatible automated cutting, folding, booklet production, saddlestitching and perfect binding systems.



FOCUSED ON INTELLIGENT FINISHING SOLUTIONS