



HORIZON TOUCH-FOLD EMPOWERS MIDLAND

New Technology Fine-tunes Traditional Service



Alfreton general commercial printer, Midland Printers, has continued its drive to improved performance through investment with the addition of an automated B2 Horizon combination folding system from finishing specialist GAE.

Midland's ability to offer a full service from its compact unit is a reflection of the empowering nature of modern systems; MP partner, David Cartledge, explains that, with every square foot of floorspace so valued, the emphasis is on systems that facilitate workflow through the building - from studio pre-press to finished product:

"These days it's all about fast set-up and turnaround... working as lean as possible," he says. "We decided on the Horizon with the touch-screen control and quick set-ups because it enables us to reduce the downtime between jobs."

While product quality and speed of throughput were prime factors in the decision process, the versatility of the Horizon AFC-564A folding system with its 200-job on-board memory store, 17 fold pattern preselection program and 40,000 sph production speed had secondary benefits:

"The added advantage for us is the additional products that we are able to complete in-house using the cross-fold," says David Cartledge. "A3 sheets cross-folded to A5 and DL are becoming very popular among our business clients to optimise their mailing costs."



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