

# BCP TAKES ON SHORTER RUNS WITH NEW HORIZON

*VAC/SPF-200A System Matches Press Speed and Quality*

The gap between a cost-effective short-run litho job and its digital rival is closing fast and one that Bath Colour Print says has been made even smaller thanks to its Graphic Arts Equipment spend.

The Midsomer Norton all-litho operation is happily taking on its digital rivals for short-run work following the addition of a twin-tower Horizon VAC-Turbo PowerCollator with integrated JDF-ready SPF/FC-200A 4,500 bph book production line.

BCP's Rickie Higgins said: "We can now compete for some of the digital short-run market. We can produce 250 16-page, four-colour brochures cheaper than a digital operation because the CtP and litho press is faster, ink is cheaper than toner and there is no click count."

The decision to invest was driven by the need to match the quality of output from the press with high-end finishing. Mr Higgins explained: "We had an entry-level Duplo machine but it was a bit slow and we needed something that matched the speed and quality of our presses."

And the investment has had a clear impact throughout the BCP operation, said Mr Higgins. "The bookletmaker is three times quicker than we were used to. We recently ran one of our regular 65,000 56-page jobs that would take 28 hours. This time it was finished in 13 so we are having to rewrite our estimating programs and rethink our investment strategy."

Mr Higgins was introduced to the Horizon by his consumables rep from Litho Supplies - a GAE partner company: "We went to the showroom and saw the machine. It looked a better build, was chain driven rather than pulley run and the colour console is suitable for even the most non-computer literate user. It looks really impressive and with the two ten-bin collators everything is a lot faster. It even sounds more solid."

GAE joint managing director Bryan Godwyn explained how the Litho Supplies relationship has added another dimension to the supplier's service. He said: "This is an excellent example of how the partnership enables both organisations to combine knowledge and expertise and help customers identify the best way they can improve their operation. We are delighted that Bath Colour Print has found the right solution to their finishing needs."



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