

On the road to success with inkjet



documente team GmbH & Co. KG Bielefeld specialises in printing training material, technical manuals and books. Today, a number of their products are produced digitally and on demand. With their new cut sheet inkjet system Océ VarioPrint i300 the company can effectively address the cost pressure print service providers are facing day by day.

Customer

documente team GmbH & Co. KG

Area of business

Printing of training materials, technical manuals, books and other print products

Year of foundation

2003

Headquarters

Bielefeld

Website

www.documente team.de

Challenge

With its 20 employees, documente team achieves annual revenues of well over 2.5 Mio Euro and acts as the print service partner for a leading German educational publisher. Technical documentation and manuals are another important production area for documente team.

The largest part of their business, however, is the production of training material for a leading German economic affairs representation.

“In this area we still produce the majority of orders in traditional offset technology. But with number of titles increasing while run lengths per job decrease, this approach is completely uneconomical. In order to remain competitive, we will continue to expand our digital printing platform”, explains Managing Director Thorsten Bischof.

His company has been collaborating with Canon for many years: “As our production process requires quite a few manual steps in the area of make-ready and finishing, we have been operating

a number of Canon’s toner-based sheet-fed systems in parallel for a while. In this way we are able to fulfil an increasing number of small print run jobs in very tight production windows,” says Thorsten Bischof.

Meanwhile, the market for training material is constantly growing. documente team produces around 400,000 training booklets a year with the numbers of full-colour pages steadily on the rise. This situation results in price pressure from two sides:

“Small run lengths cannot be produced economically in offset. At the same time, some run length sizes are too expensive when printed on toner-based systems.

The market itself has become extremely price-sensitive, so we simply had to find a way out“, says Thorsten Bischof.



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In the long run, for cost and flexibility reasons, we will completely replace offset printing by inkjet technology.

Canon

Solution

Canon's new Océ VarioPrint i300 is a digital inkjet system that fulfils the requirements of the print industry in terms of print quality and cost efficiency. "Our partnership with Canon has been a success for many years. This new system combines the benefits of inkjet printing with those of sheet-fed presses. This allowed us to complement our existing offset production without investing in a significantly faster and larger web-fed press. The Océ VarioPrint i300 really closes a gap here", Thorsten Bischof says. Towards the end of 2015, documentteam went into live production with the new system – the first installation in the German graphic arts industry landscape. Since day one, documentteam produces all print jobs from their ever-growing range of various titles that feature a run length of 1,500 copies on its Océ VarioPrint i300 – more economical and faster than before!

„We will churn our offset equipment step by step; even today we clearly see that the daily print volume divides 50/50 between the systems“, he continues. In his view, the new system offers a wide range of opportunities to print books in inkjet technology and on-demand – a very interesting aspect for his customers. "In view of the substrate variety, this would really be a novelty in this business area." Even the full-colour printing of technical manuals is now much more cost-effective. „In addition, the system's productivity is extremely high. No other digital sheet-fed system in this class can match that“, Thorsten Bischof firmly states.

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No other vendor on the market currently offers this combination of speed and quality.

Torsten Bischof, Managing Director, documentteam GmbH, Bielefeld

Benefits

documentteam's investing in the Océ VarioPrint i300 enabled the company to secure high production capacity while maintaining a competitive pricing structure. Up to 10 million pages can be produced on this system. „The production of jobs up to a run length of 1,500 copies is significantly more cost-effective with this system than it would be on a traditional offset press. With small print jobs, costs can be reduced by up to 50% and this is the business pocket that grows fastest“, the managing director states. Production cost can also drop by 50% compared to laser print. "We are facing enormous cost pressure in our business. The one and only approach for us to remain successful in the market is to constantly invest in latest technology", Thorsten Bischof affirms.

In the very first month after installing the new digital printer, the company was able to produce well over 2 million pages in a one-shift operation. Thanks to existing software solutions such as Océ PRISMAprepare and the Océ PRISMAsync controller, it was no problem at all to embed the Océ VarioPrint i300 into the production environment. "Today, we serve our customers far more efficiently! In addition, we



Torsten Bischof, Managing Director,
documentteam GmbH

can expand our publishing and technical manual business and offer full colour in this area", Thorsten Bischof smiles. An online connection to Canon's service desk guarantees constant uptime.

The close vicinity of Canon's R&D department in Venlo is another particularly positive aspect for Thorsten Bischof: „Their developers created colour profiles tailored to our needs. Now, our colour quality specifically for the training material applications that are so important for our business is very close to that of offset. And this is something our customers confirm! “

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