



SUCCESS THROUGH AUTOMATION AND STANDARDISATION

Company Name: Edubook AG
Industry: Graphic arts industry
Founded: 2004
Location: Merenschwand, Canton of Aargau (Switzerland)
Services: PRINTING, CONSULTING, LOGISTICS.
Relationship with Canon: since 2004

Objective

To provide a cost-effective and sustainable solution for the increased demand for single-copy and short print runs, as well as higher media flexibility and print quality.

Challenges

- Cost-effective production of printed products in short runs, even down to a single copy
- Integrating all solutions within an automated workflow
- Managing an increasing number of orders of shorter print runs
- Achieving print quality and media flexibility as good as offset and toner printing

Approach

Edubook AG integrated two Canon inkjet printers into a highly automated workflow to provide flexible production to meet their customers' needs.

Benefits

- Increased production capacities
- Sustainable production of printed products from single-copy runs
- Expansion of the paper range to include offset-coated materials
- Increased print quality
- 75-80% of print jobs run fully automated, from receipt of data to delivery

Edubook relies on highly-personalised, digital short-run printing

As an industrial digital print services provider, Edubook AG is focused on the fast, cost-effective and personalised, on-demand production of digitally printed content. This includes catalogues, books, brochures, price lists, instruction manuals, binder content and much more. The company's service portfolio ranges from webshop and direct submission gateway solutions through prepress to the production of physical and electronic products, including logistics and storage.

Edubook AG prints approximately 130 million A4 pages annually, which are converted to around 700,000 perfect bound books. "It's our state-of-the-art automation and standardisation that makes this happen", explains CEO Sergio Nobile, who worked at the company as production manager when it was founded back in 2004.

"Digital printing is perfect for personalised, short-run print production", adds Stefan Hodel, Sales & Marketing Manager, outlining the company's business direction. "Sometimes only a few copies of a publication are needed. Those can be digitally printed without creating any waste. And with on-demand production, the disposal of obsolete material can be prevented and storage costs reduced to a minimum."

Edubook has relied on digital printing since the beginning and has responded to shorter print runs and the increasingly demanding needs of its customers in terms of individuality, delivery times and quality. Schools and further education establishments, however, have been the exception to the rule. In these sectors, print runs have continued to rise over the past two



"We were specifically looking for a sheetfed, digital inkjet press as we were hoping to benefit from the higher level of media flexibility it offers. This flexibility is needed in catalogue printing, in particular, to enable us to print on gloss- and matt-coated offset papers, for instance."

Sergio Nobile
CEO

years, Sergio Nobile explains. He believes that students have a desire for printed learning material to counter-balance the ever increasing use of tablets and PCs.

More variety with digital sheetfed printing

With the print quality of the Canon varioPRINT iX3200 comparable to offset and the ability to handle a wide variety of media, the company's investment in the press in 2021 was driven primarily by the desire to expand its product offering to a more diverse range of customers within industrial markets, associations, publishers and printers. The company's declared goal was and remains to expand and develop existing as well as new markets with a profitable on-demand printing service.

Just like the ColorStream 6900 Chroma, the varioPRINT iX3200 press is ideally suited to automated workflows and was tightly integrated within the workflow across the entire company. As a result, Edubook AG is able to operate on a regular day-shift pattern and a five-day working week.

High level of automation

"Printing learning material for Swiss further education institutions is very important to us", says Stefan Hodel.

"In addition, customers from industry, associations, publishers and printers are becoming more significant. They are increasingly discovering and appreciating the speed and flexibility digital printing has to offer and are making the most of our on-demand services, ordering a wide variety of products, including books, catalogues, price lists, brochures and lots else, in small print runs."

Edubook specialises in the production of softcover binding. They use a production line comprising the varioPRINT iX with its integrated C.P. Bourg book binder, and a ColorStream 6900 Chroma with an integrated Tecna Libra 800.

"With these two production lines, the automated and standardised production of a finished bound book is possible," says Nobile.

"We have integrated all our printers and finishing equipment into a company-wide workflow. Our staff can see on a dashboard what stage an order is at or what capacities still exist, achieving a level of automation of around 75-80% for our company", Nobile explains. "We are aiming to achieve over 90% over the coming years and we see potential, in particular, when it comes to processing rejects (e.g. incomplete bindings) and logistics."

Sustainable by design

"We print exclusively in Switzerland, are 100% carbon neutral and use FSC certified paper", explains Tamara Wasser, responsible for Marketing & Communication at Edubook AG. "As one of the leading digital printers in Switzerland, we feel a strong sense of social responsibility. Our customers really appreciate that their products are manufactured in a carbon-neutral process."



"Digital printing with Canon, coupled with the high level of automation achieved at Edubook AG, provide the perfect conditions for more sustainable print products. The ability to produce register-accurate reprints on-demand eliminates the need for stock keeping and disposing of obsolete printing material. Our industry customers, in particular, appreciate this when ordering catalogues, documentation or price lists."

Sergio Nobile
CEO

Every year, the company is awarded certificates for carbon-neutral printing and climate action by ClimatePartner.

Trusted partners

The varioPRINT iX3200 is a good example of how well the cooperation and information exchange between Canon and Edubook AG are working. Having been installed just a few months after launch in the summer of 2021, the first order was printed only two weeks later.

"The press fully meets our requirement to fulfil fast and cost-effectively the increased demand for printed products with perfect register," says Nobile. "And that success reflects our relationship with Canon, which goes far beyond that of a mere supplier now. Working together over so many years has forged real trust."

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