



Océ @ Printondemand- worldwide

Delivering Solutions in the Digital Age



A lesson in the art of diversification

Printondemand-worldwide presents itself as an excellent industry role model in how a UK printer can grow from strength to strength through diversification, an understanding of their customer, an understanding of the market, and diversifying so ensuring that their services are relevant and forward thinking in the Digital Age. Printondemand-worldwide has proven itself as a real life example of how a smart, intelligent operation can be achieved through employing the right blend of expertise, technology and investment for future growth.

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Printondemand-worldwide offers high-quality mono and colour digital printing by producing paperback and hardback books on demand for some of the world's biggest publishers, in addition to a host of other colour and mono print services such as a full service direct mail and fulfilment operation. Starting out as a inplant business in 1995, Printondemand-worldwide has grown steadily in size through a mix of organic and company acquisitions, for example the acquisition of a mail and fulfilment house, a second digital printer, and a print on demand publishing house. PODW has further plans for acquisitions in 2011.

Technology to complement a growth strategy

The company completed a major investment plan early 2010 with the purchase of an adjoining unit, increasing the floor space to 17k sq ft), and major investment in Océ and HP print equipment. The installation of Océ VarioPrint® 6320 Ultra technology, which functions inline at the centre of a LaserMax roll-feeder, and MBO H&H finishing system set-up is the UK's first installation of its kind and has contributed to Printondemand-worldwide experiencing the high growth levels. The MBO H&H finishing system notch binds in-line and allows PODW to extend its range of binding options.

Changing book production through innovative technology

The Océ VarioPrint Ultra line gives the company the ability to produce eight page signatures with less operator intervention, in less time and with less waste. Not only





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is its high level of automation able to meet the increased demand brought about by the acquisition, it is so efficient that the company can look to double production capacity in the future.

Andy Cork, Managing Director of Printondemand-worldwide, said: "Our growing number of customers are already noticing the benefits from the investment in the Océ line: The lay flat on sheet is better than any other system we've employed, which means the binding and cutting process is far smoother. The quality of the print is also way beyond what we've experienced with digital before."

Quality as a given

Océ has become a by word for high-quality digital mono print with excellent greyscale output. Regarding quality, Cork said: "We don't talk quality anymore as it is a given. We focus instead on communicating the supply chain and revenue benefits that our service brings. Our print on demand service made possible by the Océ-driven roll-fed, automated print line means we now talk about bottom line benefits such as the reduction in costs achieved through reduced warehousing, shipping, handling, distribution and waste. Efficiency reduces costs and hence a revenue generator and that is what our customers want to hear."

Letting the customer take control – the virtual inventory

It's this understanding of how business processes can provide a competitive advan-

tage that puts Printondemand-worldwide ahead of its game. Its software system is core to achieving a level of efficiency that a modern manufacturing process needs. From direct integrations with external order systems, taking orders seamlessly from a customer's system or e commerce shopping cart direct to the print floor, or by allowing customers to place orders over the PODW website, or allowing customers to build their own virtual inventories and order at the touch of a button, the software puts the customer in control. Printondemand-worldwide is, in essence, delivering the model of a customer led book production culture that opposes the economies of scale and price restraints previously enforced via lithographic printing methods, whether the book run is made up of a single unit or 10,000 copies.

Business for a sustainable environment

With its lean manufacturing processes, the operation at Printondemand-worldwide has been developed to deliver to a modern world. It's efficient, it's eco-friendly and it easily meets the financial and environmental challenges faced by businesses today.

Through its business vision it is not only providing the local workforce with job security, but the UK-based company from Peterborough is also paying tribute to the fact that the City aims to be the greenest in the UK. Printondemand-worldwide operates out of an eco-friendly BREEM certified building, is fully FSC and PEFC certified, and regularly offset carbon omissions.

"We were the first company in the UK printing industry to measure with a calculator the carbon footprint of what we produce," says Cork. "It proves our dedication to developing an ethical business and we promote this fact as one of our fundamental business principles. We need to know that our partners operate to the same standards and it is reassuring for us to know that a number of our suppliers, including Océ, have also won awards when it comes to ecological and sustainable manufacturing."



"Customers are already noticing the benefits from the investment in the Océ line. Its quality is a given."

Andy Cork,
Managing Director, Printondemand-worldwide



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