



Ben Jolly, Griffin Press and Quentin Sandery, Fuji Xerox Australia

First Australian book factory worth the wait

Griffin Press is Australia's leading supplier of short-run books to publishers and authors. Based in Adelaide, with offices in Sydney, Melbourne and London, the company has significant expertise in short-run digital production, helping mass or niche publishers deliver new titles and reprints to market quickly.

Common short-run digital book orders include providing advance copies of new releases; topping up inventories economically; producing backlist, niche or out-of-print titles on demand; custom publications; reproducing import publications; producing limited-run marketing materials, research reports and training manuals in professionally finished book formats.

Business Scenario and Challenge

Prepared only to make an investment that met all their expectations for the long term, Griffin's brief to Fuji Xerox Australia was focused on digital profitability and the company's demanding and diverse publishing industry clients.

"The key criteria set out by Griffin Digital included lower unit costs through the use of automation both in workflow and manufacturing. Exceptional print and binding quality with media flexibility – were mandatory," said Paul Sanelli, marketing manager production printing systems at Fuji Xerox Australia.

"Fuji Xerox Australia researched this for us, and returned with the Book Factory concept in 2005," said Jolly.

"Back then, the print engine available was too slow to achieve our customers' financial targets. However that changed when Fuji Xerox Australia launched the Nuvera 288 production printer," said Sanelli.

During the research phase, solutions presented by other vendors did not warrant the financial investment that would allow Griffin Digital to meet its objectives. In short-run book production, the transaction cost is what counts, with labour the most expensive inhibitor to meeting the key 'price per book' measure of productivity.

"Various equipment vendors proposed a variety of offline binding solutions to us," said Jolly, "however our goal was to produce a book totally inline without manual labour. This is the only way we could get the price points for our customers to work. We were very clear on what we needed, and that was automation. There was no way we were going to get where we needed to be with any form of offline binding. Instead, a whole reinvestment program for digital was required."

Company

Griffin Press

Sector

Digital Book Production

Location

Australia



Griffin Press

Challenge

- Lower transaction costs by minimising expensive labour costs
- Remain competitive by offering better price points to customers
- Needed to find a solution that combined digital print with binding and book finishing
- Needed to reduce labour costs by automating their processes

Solution

- Creating the world's first "Book Factory" for inline printing and binding
- Fuji Xerox [Nuvera 288](#) Production Printer
- Fuji Xerox's [Freeflow Print Manager](#) and [Freeflow Process Manager](#)

Benefits

- Can now print 200 books per hour
- Digital book production at Griffin Print has almost tripled
- Price points and turnaround times means they can meet customer demand
- Customers can order books online and the archive means they can easily retrieve jobs for print
- Print-on-demand means that Griffin can help publishers meet their sustainability objectives by reducing waste, as well as reduce storage costs

“ We now have online ordering for our major customers. Our new file archive server means we can automatically retrieve jobs and cue them for print without manual intervention, which is particularly efficient the smaller the print runs become.”

– Ben Jolly
General Manager.



Business Solution

Five years after Griffin Press commenced its research and consultation process with Fuji Xerox, the Book Factory was finally commissioned.

The resulting configuration of the Book Factory at Griffin Press is the only one of its kind in the world and the first in Australia.

The Book Factory is capable of producing books from 56 pages up to 700 pages with a spine thickness up to 40mm. Sheets are fed in-line to the Nuvera 288 production printer and directed to a choice of C.P. Bourg finishing devices. The top production speed for Griffin Press is an impressive 200 books per hour.

The Griffin Press configuration, with A4 printed sheets are sent to a Bourg Perforate-Rotate-Fold module (BPRFx) and turned into ‘signatures’. These are transferred to a binder and trimmed as perfect-bound books, for immediate delivery. Fuji Xerox can also offer this machine with an optional saddle-stitching unit with the sections going direct to a Bourg Document Finisher.

As Griffin Digital required an upgrade to its digital workflow system, the company made a substantial investment in its IT systems, adding Fuji Xerox FreeFlow Print Manager and Fuji Xerox FreeFlow Process Manager workflow solutions.

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Benefits

Fuji Xerox’s Paul Sanelli says Griffin Digital’s expectations have been exceeded in relation to quality and productivity since installation.

“Griffin Digital’s request that the system deliver an 85 per cent productivity performance criteria has been exceeded at 92%. The printing and binding quality from the Book Factory has also impressed Griffin Press who are Australia’s specialist “read for pleasure” book printer. Most importantly, the Book Factory has helped Griffin almost triple their digital book production, whilst meeting Griffin’s unit price and turnaround demands,” said Sanelli.

Griffin can now produce tens – or tens-of-thousands of copies – of a title, offering stock management advantages to clients throughout the publishing life-cycle. For publishers of any scale, it means a book is never out of print, so they never miss a sale. Meanwhile costly storage space and the risk of wasted books are a thing of the past.

“Significantly, our new equipment has been built to produce ‘the book of one’,” says Jolly. “This is a new area of our business that has had a lot of interest from customers. Imagine holding no stock in a warehouse, but still being able to deliver a printed copy on order? This is the reality now at Griffin Press.”

Jolly describes the purchase of the Book Factory system as a “stepping stone”, with other development ideas already in place.. “For Griffin Digital, choosing the Book Factory was all about proving the concept of inline printing and binding actually works, and more importantly, that the price points we can achieve for our customers with a total ‘paper in one end and books out the other’ solution. It certainly looks to be working. Now our aim is to grow our output capability as demand from customers grows, so we are researching a high speed web solution.”

Another attractive benefit to the publishing market is the Book Factory’s ability to reduce waste thanks to on-demand printing, while also maintaining low costs.

“Part of Griffin’s success story is that by offering true on-demand printing with the Book Factory, the publishing industry - that is incredibly conscious of environmental issues - can meet all its green objectives and still keep costs low. Publishers can order books in quantities of one, 100 or 1000 and still enjoy the benefits of unit price, quality and turnaround,” said Sanelli.

“From Griffin Press’ point of view, they are now seen as leaders in digital book production by their peers and customers,” he adds.

About Fuji Xerox Australia

Servicing the Australian market for the past 50 years, Fuji Xerox is the industry’s leading provider of integrated document services. The company offers a range of technology solutions and business services to meet our customers’ needs for the effective management of information, from creation through to production, distribution and capture.

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