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Bourg System Helps Advanced Direct Marketing Address Mile-High Growth

Advanced Direct Marketing in Loveland, Colorado needs speed and capacity to address a growth curve that would make most printers green with envy. But once the print and mailing services shop installed its own finishing system, it found that there was no substitute for quality in completing the jobs it had expertly designed and printed.

Located at the foothills of the Rocky Mountains 50 miles north of Denver, Advanced Direct Marketing – or ADMI as the shop is known – opened its doors in June 1988 as a mailing services firm operating in a single 200 square foot office. Over the years, ADMI has grown into a full-capability design, print and mailing services company occupying a 6,500 square-foot headquarters that houses a staff of 16 professionals and its burgeoning print manufacturing and mailing operations. In an average month, ADMI's postage expenses approach \$170,000.

According to company President Dennis Den Boer, ADMI offers state-of-the-art digital and offset printing to handle jobs from postcards, coupons, posters and inserts to catalogs, brochures, newsletters and everything in between. In addition to comprehensive printing and full mailing capabilities, the firm employs two degreed graphic designers to provide customers with expert typography, and it also offers, photo retouching, color corrections and proofing for a high-quality one-stop-shopping experience.

Gearing Up for Growth

The shop started out in the late 1980s with an A.B.Dick 360 one-color offset press, and swapped that out for an A.B.Dick 98 Series full-color digital press in the late 1990s. Despite a challenging economy in 2003, ADMI installed a Xerox DocuColor 6060 Digital Color Printer to meet the trend toward shorter print runs – a move that paid off handsomely, says Den Boer.

Vice President and Production Manager Jeff Peters couldn't agree more. "Our business just took off. Within a year we installed our first Presstek direct imaging offset press, a DI5334, to handle the larger volume of printing and mailing jobs coming in. Then in 2006, we installed our second Presstek machine, a DI5634."

Later this year, says Peters, the shop will again expand to meet its need for speed, this time by trading in the Xerox 6060 for a faster Xerox DocuColor 7000AP Digital Press. The 7000AP will give ADMI the ability to select from three print operating modes on a job-by-job basis, matching the type of application with the paper running through the system.

Over the years while its front-end operation kept growing, ADMI found its business potential was being hampered by a lack of binding and finishing – especially to handle the growing number of newsletters it was producing for a range of clients on an increasingly regular basis. To handle an expanding finishing workload and provide a broader range of services, ADMI took the plunge in 1995 and installed its first tower collator.

Although that first system looked good *on paper*, it didn't do a very good job of *handling* paper, Peters concedes. "That collator used round spool staple cartridges that tended to break, it could only saddle-stitch, and it couldn't collate more than three sheets. Finishing any job with four or more sheets meant we had to outsource. Our first finishing system just didn't cut it."

It wasn't long before the increasing amount of work coming in the front door from its professional graphic design services and newly installed digital print technology suggested ADMI would be missing more serious opportunities if they couldn't finish more jobs more quickly before they went out the back door.

Ensuring Quality From Start to Finish

"It was pretty clear we needed a professional finishing solution," explains Peters, "and that's what led us to equipment manufactured by C.P. Bourg."

After surveying the competitive landscape and being impressed by Bourg quality and features, ADMI toward the end of 2006 installed a 3-tower, 30-bin C.P. Bourg BST-10d+ Suction Tower Collator teamed with a Bourg BDF Document Finisher. The BST features a user-friendly touchscreen interface that lets the operator direct a single or dual workflow to route as many as 4,200 collated sets per hour out the left side to a Bourg TD-T stacker for finishing at a later stage, or out the right side to the BDF, which integrates stitch, fold and trim functions in a single compact cabinet.

As an off-line system with fully automated tool-less setup, the BST-BDF gives ADMI a high degree of flexibility. They can take jobs in from their digital or offset workflows and schedule finishing jobs independently of press runs, as needs dictate. And the system offers such fast and easy set-up that ADMI operators can use it near-line when needed, all of which saves ADMI from having to buy dedicated finishing equipment for each press, Peters explains.

"With the Bourg, we can collate jobs with as many as 30 sheets of coated or uncoated stock from the size of a CD case up to 20 by 13-3/4 inches, and apply a side-stitch, corner stitch or saddle stitch. Having the option to pre-collate out the left side of the BST, or send jobs

straight to the BDF for finishing – and make up to 1-inch face trims – are some really nice features,” he says.

“Plus, with Bourg’s air transport system instead of the old machine’s friction feed, the BST-BDF rarely hiccups and practically never misses – even when finishing jobs with the coated-stock that makes up 80 percent of our work. The entire system is just a nice, well-made piece of equipment.”

System reliability and ease of use also have lived up to ADMI’s expectations, says Peters, noting another bonus in that ADMI was able to contract with Presstek to service the Bourg system in addition to the shop’s two Presstek DI presses.

A Cornerstone of Customer Service

Using a professional collating-finishing system has enabled ADMI to deliver on the quality and timeliness their customers demand. “It lets us easily produce finished work in sizes from 4 by 9-inch fan books to 24- and 36-page 8-1/2 by 11-inch newsletters – whether the customer needs 1,000 copies or 10,000 copies,” Peters says. “The system definitely has brought in business we couldn’t have handled without it.”

And, as far as productivity and holding the line on labor costs are concerned, “the Bourg’s been huge!” he exclaims.

With its finishing needs expertly addressed into the foreseeable future, ADMI is able to focus fully on its mission of delivering a range and level of customer service that’s bound to be superior.

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