

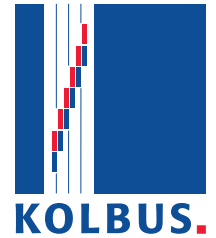
Deutscher Drucker

Trade magazine for pre-press, cross media publishing, printing, print finishing

Deutscher Drucker Verlagsgesellschaft mbH & Co. KG, Ostfildern
Issue 26|2006

Main emphasis: web offset printing and newspaper production

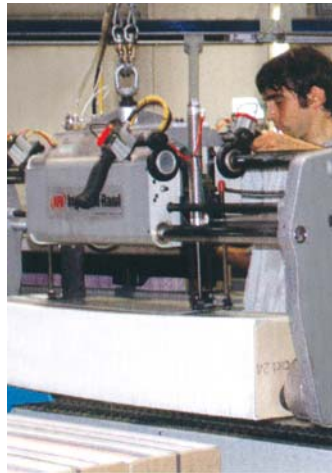
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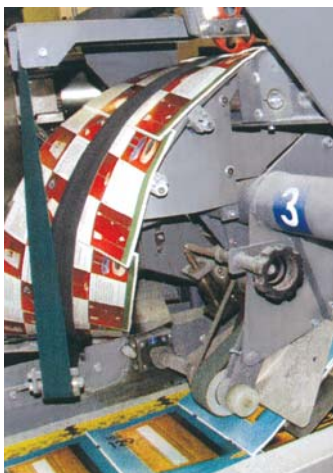
Celebrate your everyday life!



▲ »Celebrate your everyday life!« is the motto posed on the cover of the new Ikea catalogue that is being distributed worldwide this month by direct mail advertising.



▲ A crane is used to feed the bundle feeder



▲ The FERAG Rollstream (»Looping«) gathering machine system originated in the newspaper branch.



▲ Feeding of the perfect binder takes place after separation.

CATALOGUE PRODUCTION. Who is behind the printing and processing of the incredible number of catalogues for Ikea, the Swedish furniture giant, whose total number for 2005 entailed some 160 million copies? And above all, how does someone so flawlessly control the print finishing as to ensure that within six weeks time the entire enormous perfect-bound edition is neatly stacked and ready to be delivered by train and lorry?

Everyone knows it, everyone wants one. Soon you will most likely find one in your mailbox or at least in that of your neighbour. The Ikea catalogue is usually distributed via direct mail advertising in Germany and meanwhile counts among the standard information media on the subject of home living and interior designing culture: The barely 12 mm thick reference work boasts some 380 pages and is published every year in August. The printers/publishers are allotted just six weeks time to finish production, which absolutely must be punctual, because as an environmentally-conscious company, Ikea transports its catalogues whenever possible by train. Thus, simply loading up a couple of extra lorries after the fact because of a deadline crunch is not an option. A large slice of the worldwide catalogue pie belongs to the Schlott Group headquartered in Freudenstadt.

The Schlott Print business division is comprised of a total of ten companies from the rotogravure, roller and sheet offset printing and print finishing industries. The last group includes Broschek in Hamburg, Hollmann in French Hambach, Meiller in Schwandorf, Reus in the Czech Republic in addition to D.V.N. Druckverarbeitung in Nuremberg as specialist for print finishing of catalogues, magazines and commercial printing. This is also where the perfect binding of the Ikea catalogues printed by the group takes place. Analogous to the Swedish furniture manufacturer's slogan of »Celebrate your everyday life!«, the Nuremberg printer is now celebrating his everyday perfect binding.

A growing company

With eleven machine lines for saddle-stitching and perfect binding, D.V.N. has been the largest independent print finishing company, along with Hollmann, within the Schlott Group since 1998. A total of three locations in Nuremberg have been combined at Brunecker Straße with over 34,000 m². 80 lorries (during the main season up to 160) deliver printed materials here daily for print finishing. In 2005 the company carried out approx. 90 million perfect-bindings and 500 million saddle-stitchings. Together the entire Schlott Group processed a total of around one billion copies. Print finishing is an elementary component of the group's printing

Specialist article

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Page 2

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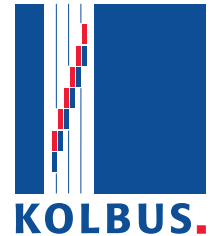
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business. In this way, the group positions itself as a partner who is able to offer the entire order process from a single source. Thus, they do their utmost within the framework of cooperative further development with the machine suppliers to reach a high standard of print volume, flexibility and speed. A good example of this is the cooperation with KOLBUS in Rahden.

Perfect binding

The Publica Rollstream perfect binding system, which had been introduced by KOLBUS and FERAG at the 2004 Drupa, was the ultimate challenge for D.V.N.

Peter Wosch, Authorised Signatory and Production Manager, reports on the successful experiences that he has already had with other systems made by these two manufacturers. The capacity of the high-speed binder with its approx. 20,000 copies per hour equals that of two binding lines at D.V.N.: for simple catalogue products (›simple‹ here means: without inserts), that do not exceed the spine thickness limit of 12 mm, an ideal solution. And these are precisely the products already existing as orders in this company. Indeed, it took only a project planning meeting and an existing warehouse was renovated into a Production Department, which incorporated the new perfect binder system in May, 2005. Meanwhile, the company has set the world record of 149,000 finished copies in 7.5 hours on this system. Bettina Bürger (KOLBUS Marketing) explains that the newly developed transfer of the sections from the gathering system to the perfect binder sets the standard for the usefulness of the high speed. The FERAG-Rollstream-System, which originated in the newspaper branch, is a real innovation for perfect binders.

However, the spine thickness remains limited to 12 mm, thicker products would not work at this speed. Therefore, this system only requires six bundle feeders (16 are possible), since the maximum 12 mm spine thickness is already reached with this number, which isn't even taking into consideration that the trend toward wider and thus thicker print sheets has remained unchanged for the most part. Peter Wosch praises a further innovation on the system, which was completely planned and engineered by KOLBUS: »Here the capacity is stated with gross equal to net for the first time. This means that the theoretical capacity is equal to that of the practical capacity. It really accomplishes 20,000.«

Until series production

The cooperation between KOLBUS and D.V.N. began in 2000 and was intensified after the installation of the high-speed binder. The Nuremberg-based company made some suggestions for individual technical modifications in various system parts and KOLBUS



▲ **Gross for net: According to Peter Wosch (D.V.N.), the 20,000 cycles per hour indicated by the manufacturer are actually realisable.**

quickly implemented these. This resulted, for instance, in the reinforcement of the cover feeder, however, the further development of several other incidentals is not yet complete. »KOLBUS has found in D.V.N. the ideal partner-practitioner. The suggestions for improvement are taken directly from the company for further development until ready for series production«, explains Bettina Bürger. D.V.N. is also very pleased with the quality assurance of the products, made possible by the use of control devices. The pull test values with the applied adhesive are also above average, according to Peter Wosch.

The Schlott Group meets the ever-increasing deadline pressures in the busy area of rotogravure printing head on with an effective centralisation of order distribution to the respective locations. The KOLBUS high-speed binder is a very good solution for the jobs completed at D.V.N., explains Peter Wosch.

Robert Glaser