

Copy One Print Output Post-Processing Solutions for Imaging Consumer Products

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Abstract

Imaging Solutions AG (ISAG) is a Swiss-based company located near Zurich. It has grown from a specialist for the efficient production of digital prints on photo paper to a successful full-range supplier of solutions that can cover the entire workflow for the production of high-quality photobooks, greeting cards, photo prints and calendars. With its innovative post-processing equipment and software solutions, ISAG has been able to significantly expand its customer base, because of its LayFlat photobooks of outstanding quality.

Nowadays, photo products in general can not only be produced on silver-halide paper, but also increasingly on digital printing equipment. The global success of photo books is driven by the constant increase in the print quality of digital presses like HP Indigo and others and the availability of special digital printing paper like Schoeller E-Photo which looks and feels like traditional photo paper. No less important for the success of digitally printed photo products are capable finishing solutions that are able to meet the requirements regarding quality and productivity, especially for premium books such as those produced on ISAG equipment.

Our key to success was and still is today and will also be in the future, permanent innovation based on listening to customers, consumers and carefully observing what is going on in the market.

Photo prints and added-value photo products like books, greeting cards and calendars are always connected with emotions and memories of great experiences, adventures and sensations. The stronger they are, the likelier it is that consumers will place orders for photo products, especially if it is easy for them to do and if the photo products meet their requirements regarding quality, pricing and delivery time.

The expectations are high, especially for premium products like LayFlat photobooks, but customers are also willing to pay more for better quality. Once consumers have enjoyed a LayFlat photobook, they will order LayFlat-bound books again and again. This is because some features are significantly better than those of a perfect-bound book, such as fully visible panorama spreads due to LayFlat binding and no involuntary page turning.

We believe LayFlat is becoming a standard and a very large share of photo books will be produced with this technology in the future because it simply meets a consumer requirement. It will no longer make economic sense to make it difficult for consumers to be able to order LayFlat books via the Web, as is still too often the case.

ISAG is committed to developing and providing an entire automated production process, which begins with the order click of a printed photo product and ends when the consumer receives the order. A continuous integrated software and hardware

workflow, able to produce automated and cost-effective short runs and copy 1 products is key.

Part of the automated production system of Imaging Solutions AG are **VIESUSTM**, the software solution for automated image enhancement, and **netGate** and **PURUS**, software for the optimal output of digital on-demand printing and finishing.

With our well-conceived and highly efficient systems, the images printed on photo or digital paper can be converted into high-quality photo books with LayFlat binding via an automated workflow. This is done with **fastBlock**, the LayFlat bookbinding machine which fits into an industrial workflow and integrates the five processing steps of cutting, creasing, folding, pressing and gluing into one system. **fastBlock** produces variable book blocks with a minimum of 7" to a maximum length of 14.5" directly from roll. With an optional sheet feeder it is even possible to produce representative panorama book blocks with a maximum length of 18", which, when opened, have the impressive format of 12" x 36".

In addition to our flagship product **fastBlock**, we also offer other solutions for the production of LayFlat photo books, such as the modular LayFlat bookbinding machine, **fastBook**, which is particularly suitable for small order volumes and, thanks to its very short setting-up times, also guarantees high productivity for varying formats. Format changeover is managed via software. The variable machine concept allows a later upgrade into a fully automatic **fastBlock** by connecting the cutting, creasing and folding unit, **fastCCF**.

Other solutions for book-on-demand and edition one production offered by ISAG are the **fastTrim**, **fastCaseIn** and **fastForm** systems for the various worksteps. Anyone interested in the industrial production of LayFlat books and copy one should take a closer look at our systems. We offer the opportunity to test material on our machines in our pilot lab. The resulting high-quality book blocks do more to convince than anything else.

While LayFlat photo books have become established as a premium product in the consumer and professional photo book market, newcomer products are also becoming increasingly popular. For this market segment, we offer **fastBooklet**, a fully automatic production line for softcover pocket photo books with LayFlat binding, which are produced at the press of a button direct from the photo paper roll.

Thanks to hotmelt gluing technology, no drying or intermediate storage of book blocks after production via **fastBlock**, **fastBook** or **fastBooklet** is required, which means that the finished products can be shipped on the same day.

The outstanding print quality of digital presses such as the HP Indigo WS6600p enables digital printers to offer single prints, greeting cards and posters without AgX paper processing.

With our new **fastCut&Sort** solution, printed rolls can be turned into perfectly shaped prints automatically and efficiently. The new machine can be integrated into any print workflow and cuts single prints, cards, posters and book covers exactly and with minimum waste.

fastCut&Sort is the perfect solution for photobook producers since it allows the use of the digital press to full capacity. While the peak season for photobooks and calendars is

before Christmas, the peak season for single prints is after peoples' holidays.

At Imaging Solutions AG we are prepared and will continue along our successful road. With our wealth of expertise in all relevant imaging processes and an easily manageable company size, we are in a position to respond quickly to the demands of the market and the requirements of our customers and will further drive prime print finishing to their advantage.