

# Digital Print Finishing for a Digital Printing Service

*UTS Printing Services is a self-funded business oriented client focused operation that provides in-house digital printing, digital imaging and digital finishing services to the University of Technology, Sydney.*

## High Quality, Quick Turnaround, and Waste Minimisation.

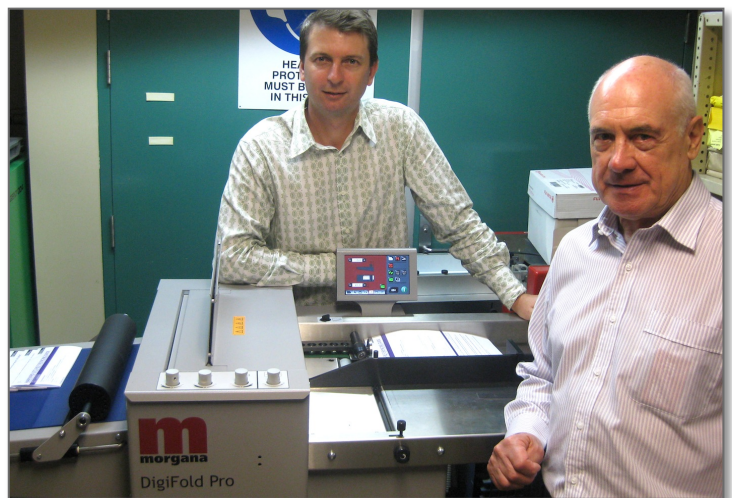
As the central hub for the printing and imaging needs of a large user base, UTS Printing Services needs to offer a wide range of services to meet the evolving and challenging requirements of the organisation.

Improving turnaround times not only benefits the university community, it also improves the reputation and efficiency of the facility. The operating design allows operators to run both the presses and finishing equipment concurrently.

“There is now less reliance on specialised skills and less need for supervision”, stated Drew Sandford, Manager, UTS Printing Services.

By eliminating the need to outsource, clients can be assured of receiving their printed jobs on-demand and on time. Outsourcing of specialist finishing work would have taken 2-3 days, a task that can now be achieved in-house quickly, efficiently and cost-effectively. In addition, short run, high quality digital printing and finishing work once required a high level of manual labour. With the trend to print on-demand, UTS Printing Services receives many short print-run jobs. Documents are now printed and finished on-demand, resulting in less wastage and faster turn around times.

With increased pressure to make a bigger impression, clients are looking for high quality printed materials that will have more visual impact.



Drew Sandford (left) with Roy West

Ferrostaal Australia Pty Ltd  
Unit 12  
4 Avenue of Americas  
Newington NSW 2127

Phone 02 9338 3900  
Fax 02 9338 3999

info.au@ferrostaal.com  
www.ferrostaalanz.com.au

“It’s now more about attracting students, creating better communications based on good quality colour printing and folding as this projects a better image for the university,” said Sandford.

### **The Solution**

Further to the improvement in turn-around times and the ability to crease and fold thicker substrates without the print job cracking, the requirement to have all operators multi-skilled on most aspects of the print room was important in the decision to choose the Morgana DigiFold Pro and the CardXtra business card cutting machines.

“It’s magnificent, the operators like using the device as it saves time and is easy to use,” stated Sandford when discussing the new DigiFold Pro.

The operator using the new touch screen technology can easily program the DigiFold Pro. Its ability to crease and fold at 6,000 sheets per hour provides operators with the time to concurrently manage the printing process.

“The addition of the Morgana DigiFold Pro has allowed UTS Printing Services to overcome the problem of cracking and curling media, normally associated with the folding and creasing of paper printed on a digital printer,” stated Roy West of Roy West Graphics, an Authorised Reseller.

UTS Print Services also installed a Morgana CardXtra machine that is heavily utilised for the production of business cards, calendars, postcards, greetings cards and general short run brochure work. The A3 size business card shells for UTS are printed using a traditional offset printing process and then personalised on the reverse side with the digital printer before being processed on the CardXtra business card cutter. These business cards can be ordered in quantities to suit each individual, saving costs and reducing wastage – a service that is also offered to clients outside of UTS.

“There’s less need to allocate staff to one process such as the guillotine. Now with the automated equipment, many of the tasks can function concurrently. The same person can now print and finish,” stated Sandford.

The CardXtra is efficient on short runs. Previously, the process required an operator half an hour to guillotine manually, including set-up time. The task can now be completed in minutes while the operator can also be managing another piece of equipment, resulting in better turnaround times.

May 2011



Morgana Australia is a division of  
Ferrostaal Australia Pty Ltd