

# THE FINISHING TOUCHES

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There are two types of equipment dealers in the printing industry. One has products, the other has solutions. The former has something to sell, the latter wants to find out about your needs and address them. Needless to say, the latter almost always wins the day, the order and future business.

Craftline Printing, a commercial printer and direct mailer based in Fort Wayne, IN, knows a little something about partnerships, both with companies that supply it with equipment and customers who rely on the printer to deliver their marketing messages.

Craftline has three divisions: commercial, book and C-Point Marketing. The commercial branch produces printing and mailings for local, regional, and national clients. On the book end, Craftline is one of the largest producers of coloring books in North America.

C-Point Marketing is the technology arm of the Craftline triad, providing solutions such as digital variable data printing (VDP), data management, e-procurement, and mailing and fulfillment services, among others. The printer has some customers in the service provider sector, as well as a few retail clients, but its bread and butter lies with healthcare providers.

It should come as no surprise that variable data printing, along with its ancillaries, represents some of the best growth potential for the Craftline Organization

Craftline Printing found itself in need of a finishing system that would ensure mail integrity, as well as produce L-Perf reply cards for the millions of direct mail products it produces. When VDP campaigns feature reply cards or need to be produced on heavier stocks for mailing, they require perforating and scoring. Larry Lengacher, Vice President and General Manager, notes.

They have to be trimmed down to final size, pushed through the folder, sent through a mailing system and either tabbed or glued.

With all of the required steps, opportunities for disaster abound. Thus, the Craftline exec found a good fit with its Rollem TR Die-Score system, which can provide the L-Perfs, score, trim, fold, and glue while maintaining mail integrity. It gives Craftline the capability to run variable printing jobs through the Nexpress-in mail sortation order-into a single post press finishing operation prepared for postal verification. By performing multiple finishing processes in one machine, Craftline is able to eliminate added labor costs, improve production and increase profits.

The TR Die-Score system also has the advantage of easy changeovers for different layouts. For example, a 20X5.5" mail piece printed two-up can be edge-trimmed, slit down the center, folded and edge perforated to create five coupons.

"Rollem provided us with that single operation instead of four operations, where the mail integrity could have been lost in any of those," says Lengacher. "Now, we take the printed output off the Nexpress, put it into the pre-loader in presort order as it comes off, and run it through the Rollem system. It comes out the end in mail sortation order, ready to go into mail trays.



Shown: J.D. Prater, of C-Point.

"The TR Die-Score system went live last October and, so far, we've sent out 12 million pieces to the healthcare segment. Without the Rollem machine, I would not have been able to get the throughput through my facility with the current resources that I had, nor do I believe I could have maintained the mail integrity as I did in getting it out the door."

The equipment acquisitions launched Craftline into another area in which it wasn't accustomed: self-promotion. Tom Menze, the company's director of marketing, feels the time is right for Craftline to trumpet its capabilities.

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