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TOTAL PRINTING SYSTEMS

Digital book manufacturer leverages latest inkjet technology to improve quality, productivity, and enter new markets

Canon
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A CUSTOMER CASE STUDY

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“ WE NEEDED A PRESS THAT WOULD MEET OR EXCEED OUR CUSTOMERS’ EXPECTATIONS.

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Total Printing Systems (TPS) is a family-owned business established in 1973 and now owned by Rick Lindemann, president and son of the founders. Based in Newton, Illinois, the company specializes in short-run and micro-run book manufacturing, producing books in quantities from 1 to 10,000.

The company prides itself on always being on the leading edge of technology. For example, it was the first book manufacturer in the world to install an inkjet web press for interior book production in 2001, replacing its offset equipment. In 2009 it replaced its initial inkjet web press with a new press for full-color, digital, inkjet-based web printing and later added a second inkjet press for monochrome-only work. Always striving to provide better quality, the company replaced its color inkjet press in 2019 with a Canon ProStream 1000 series press because “we needed a press that would meet or exceed our customers’ expectations,” Rick says. “The ProStream consistently produces an image quality that is as good as anything’s going to be as far as the end user is concerned.”

THE CHALLENGES

TPS customers range from self-publishers, trade book publishers, religious publishers, education publishers, and university presses to government, manufacturing, brokers/distributors, and the insurance industry. While its customers were accepting of the inkjet output it was producing on its older inkjet press, the print quality wasn’t equivalent to offset or toner-based printing. “It just wasn’t as high quality as what the ProStream is able to produce,” Rick says. As a result, the company found it could not compete in the higher-end, photo-intensive book markets like yearbooks, some children’s books, magazines, and catalogs. Even for existing customers, having a book with a print quality that



I WANTED TO PURCHASE A PRESS THAT WASN'T GOING TO HAVE TO BE REPLACED IN THE NEXT 10 YEARS."

—Rick Lindemann, TPS President



could win in competitions for design awards at book publisher conferences was becoming increasingly important.

TPS concluded the older inkjet system was not capable of producing the higher print quality some of its customers required—it was often forced to run a fair amount of work on its 4-color, sheetfed, toner-based printers. And to be price competitive, that meant customers who wanted the higher quality toner-based printing could provide would need to order a smaller number of books than they would otherwise, as that equipment wasn't price competitive for more than 300–400 books. For TPS, using its toner-based printers negatively impacted workflow productivity. The toner presses were slower than inkjet—plus, the toner-printed pages needed to be trimmed and separated into book blocks before going into the bindery. That took time. In comparison, the workflow of the inkjet press was more streamlined due to an inline Hunkeler sheeter/stacker. So there were price, quality, and quantity tradeoffs.

THE SOLUTION

After spending months exploring various options, it became clear to TPS that the Canon ProStream is at the forefront of image quality. "I feel confident in approaching any customer and showcasing high-quality work," Rick says. The ProStream is a web-fed press design engineered from the ground up to print on commodity-grade offset coated and uncoated papers. It features the latest generation piezo drop-on-demand 1200 x 1200 dpi printhead, multilevel droplet size, and a new polymer pigment ink set that provides vibrant colors—with smooth shadings and ultra-fine details, even in dark tones—all at full rated press speed.

"I wanted to purchase a press that wasn't going to have to be replaced in the next 10 years. Image quality needed to be as good as anything in the market, and the ProStream has that quality," Rick adds.

TPS has transitioned most of its toner-based book printing to the new ProStream. As a result, it has been able to print longer run lengths while still being price competitive. Workflow productivity has also improved since its high-quality work can now be output ready for the bindery with the inline sheeter/stacker. Plus, the press is many times faster than the toner-based equipment.

Rick says that "by transitioning higher-end books such as yearbooks, magazines, and heavier coverage children's books from toner-based production (at speeds of about 100 8.5" x 11" pages per minute) to the ProStream production inkjet press (at about 1,140 pages per minute), we're able to produce the book interiors more than ten times faster. This removed the bottleneck of slow sheetfed toner production and allows more jobs to flow through faster."

The color consistency of the ProStream also offers productivity enhancements. Once the paper has been profiled for the original print run, reprinting the same title in the future becomes much easier because the color quality is the same every time. When using toner-based devices, TPS would have to tweak the settings to get the color to match on a reprint job. That could take 15–30 minutes. "That's not an issue with the ProStream," Rick says, "because the color always matches."

Another advantage is paper-related. For their previous inkjet press, TPS needed specially-treated inkjet paper. With the ProStream, TPS has been

“EVERYONE WHO HAS SEEN THE OUTPUT OF THE PROSTREAM IS VERY HAPPY WITH THE COLOR QUALITY.”



Meg Souza, TPS Marketing Manager



With the ProStream, TPS has been able to eliminate inkjet-treated paper. The web-fed press design was engineered to print on commodity-grade offset coated and uncoated papers, which are more cost competitive than inkjet-treated papers and readily available from paper merchants.

able to eliminate inkjet-treated paper. It's running the same paper on the ProStream as it does on the sheetfed toner devices and as it would on an offset press. "It's become a lot easier to talk to a customer about paper now," Rick says. The ProStream prints on uncoated, inkjet-optimized, and commodity-grade standard offset stock (matte, silk, or gloss coated)—which is

more cost competitive than inkjet-treated papers and readily available from paper merchants.

The image quality of the ProStream has really impressed TPS customers. "In the past, when I was working with a children's book or a photo-heavy book, the customer was rarely enthusiastic about the print quality from our previous inkjet system," says Meg Souza,

marketing manager. "Now, when I send out ProStream samples, they are always very happy with the inkjet quality. We can make their book really stand out. The choice between toner and inkjet is just a matter of working out the quantities and pricing. It's a much smoother sales experience."

One of the first jobs off the new ProStream press was a reprint of a book for a religious publisher previously printed on the older inkjet press. The customer was delighted with the quality of the reprint:

We received the latest round of our title, God's Amazing World. I could not believe the image quality of the full-color book from your new press. I loved the original print run on this title and did not anticipate this kind of jump in quality on the latest run. The image definition and richness of color of the second run was simply more than we could have asked for. We had a very big vision for this title and how it would look. Your team and the new press surpassed even our expectations of what the book would be. Thank you for all your team's hard work. We look forward to other titles coming off of this press in the future.

—Travis Baker, Fulfillment Operations Manager, My Father's World

TPS is looking forward to showcasing its image quality at upcoming publishers' conferences. It has already shown book samples produced on the ProStream to more photo-intensive book customers. "Everyone who has seen the output of the ProStream is very happy with it," Meg says.

The company also has replaced its 4-color toner devices with Canon imagePRESS C8000VP cutsheet, toner production printers. According to TPS, one of its former printers was getting old, and the other was taking too much time to maintain. To help save money, improve quality, and be more productive, TPS chose the imagePRESS C8000VP, which offers resolution up to 2400 x 2400 dpi and print speeds up to 80 images per minute. Since most of the toner-based book production has transitioned to the ProStream, the new toner printers are used primarily for book covers.

Another area of continuing investment in the latest technology has been in its finishing capabilities. To ensure the lowest price and highest quality, the company has a complete in-house

bindery department that includes saddle stitch, perfect binding, case binding (adhesive and side-sewn), mechanical binding (spiral, wire-o, and comb), loose-leaf, hole drill, lay-flat, and PUR binding. Earlier this year, the company invested in a Mueller Vario perfect binder for higher-end PUR binding on higher-end coated jobs.



After installing the ProStream, TPS replaced its 4-color toner devices with the Canon imagePRESS C8000VP cutsheet press, thereby improving quality and productivity while saving money. These new presses are primarily for printing book covers since the ProStream handles most of the interior page printing.

TPS is a technology leader in many ways, like its Instant Quote Generator. This interactive online pricing tool originally debuted in 1999 and has been updated ever since—and now includes the new ProStream technology. When using this tool, there is no insistent salesperson, no constant requests for quotation submittal, no “a sales representative will be with you in 24–48 hours” situation. Potential customers can get a price quote in an instant. “Other book manufacturers may say they offer online quotes,” Meg says, “but it’s usually not an instant quote generator. Rather, they want the customer to fill out a form, and then they’ll get back to them.” TPS has taken that function to another level—leading the short-run book business from digital quoting to digital printing to finished product.

THE BOTTOM LINE

TPS is continuing to stay at the forefront of digital book manufacturing by investing in the latest, significant, most productive technology in the book printing industry. “The ProStream allows us to enter new photo-intensive markets we couldn’t even attempt before,” Rick says. “And it makes all of our customers happier as to the image quality they’re receiving.”

Its latest print technology—coupled with personalized customer service from employees who average over 16 years of book printing experience—enable TPS to establish long-term partnerships with its customers. Whether a one-title author or a publisher with tens of thousands of titles, TPS is a capable, cost-effective, and conscientious candidate for management of any short-run book printing project.

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DIGITAL BOOK MANUFACTURER

800-465-5200

Customer Area About TPS Our Focus Our Process **Instant Quote** Distribution

Instant Quote

How to Use the Instant Quote Pricer

Welcome to Instant Quote, Total Printing Systems’ internet based pricing tool that will generate quotes. Total Printing Systems is the first book manufacturer to offer real time quotes. Why is this important? The ability to offer real time quotes provides the opportunity to move your project forward as quickly as possible. You no longer have to wait for a quote to be generated and respond. Time is money and schedules matter, so get the information you need, any time of day. To use Instant Quote you will be required to register upon initial use and then login upon subsequent use. Begin by **entering the User ID** that you chose during registration, then add a **description that includes the title or ISBN number**. Next simply choose options from each drop down menu that match your requirements. The options to be printed will appear at the bottom of the pricing tool. Change options as desired to find a price that meets the requirements of your specific project. Press the “Save” button when you have decided on a quote. The quote will be sent to a TPS representative who will contact you with next steps to see your project to completion. When using the pricing tool, please be sure to **include your user name** and click save. This will allow us to track your request for future use.

***If you have several titles you’d like to price, please contact us to set up a registration that will allow you to use the Instant Quote pricing tool.

User ID	
Project Title	
Interior Image Quality	Textbook Quality
Quantity	600
Page Count	192
Trim Size	6x9
Binding	Perfect Bound
Interior Printing	1/1 Black
Text Stock	60# Opaque
Cover Imaging	4CP/0
Coverstock	10pt C1S
Cover Coating	Gloss Lamination
Shrinkwrap?	No
3-Hole Drill?	No
Hard Copy Proofs?	Yes
Exact Reorder for TPS?	No
Total Price	Please Enter User ID
Price per Book	
Price per Impression	
Estimated Ship Weight	

All pricing subject to review of specifications listed and file content. Be sure to select the proper coverstock and imaging when pricing adhesive case bound book specifications. Please review with a representative as as necessary. Price assumes <15% total ink coverage.

Save

- ? Interior Image Quality
- ? Quantity
- ? Page Count
- ? Trim Size
- ? Binding
- ? Interior Printing
- ? Text Stock
- ? Cover Imaging
- ? Cover Stock
- ? Cover Coating
- ? Shrinkwrap
- ? 3-Hole Drill
- ? Hard Copy Proofs

TPS introduced its Instant Quote Generator in 1999. This interactive online pricing tool has been a major differentiator for the TPS team. It’s another example of how TPS uses technology to remain a leader in the short-run book business.

ABOUT US

Canon Solutions America recommends forward-thinking strategies to help achieve the highest levels of information management efficiency for your unique business needs. Using superior technology and innovative services, we then design, implement, and track solutions that help improve information flow throughout your organization while considering the environment, helping to result in greater productivity and reduced costs.

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