

Print On-Demand

CPCUG's E&C SIG
October 19, 2002

Ken Chaletzky
Copy General



With Thanks to:

THE DOCUMENT COMPANY
XEROX®



Definition of Print-on-Demand (POD)

- Print one book at a time as needed
- Print in small quantities to meet the needs of a defined period of time
- Digital printing vs. offset printing
- Variable Data Printing



Overview

- Manufacturing Technology
 - Black & White
 - Color Printing
 - Bindery
- Production Considerations
- POD Applications for Book Publishers



The Hardware – B&W

- DocuTech
 - 75 – 180 ppm
 - 600 dpi
 - 8½ x 11 to 11x17
 - Sheet-fed



The Hardware – B&W

- Heidelberg Digimaster 9110/9150
 - 110/150 ppm
 - 600 dpi
 - 8½ x 11 to 11x17
 - Sheet-fed



The Hardware – B&W

- Océ DemandStream
 - Up to 1000+ pages per minute
 - 600 dpi
 - Up to 17-18" wide
 - Roll-fed



The Hardware – Color

- Xerox DocuColor 2000/6000 Series
 - 45–60 ppm maximum
 - 600 dpi
 - 13x19 maximum size
 - Sheet-fed



The Hardware – Color

- Xeikon
 - 70-120 ppm maximum
 - 600 dpi
 - 18.7" maximum width
 - Roll-fed



The Hardware – Color

- Heidelberg NexPress 2100
 - 70 ppm maximum
 - 600 dpi
 - 13.8 x 18.5 maximum
 - Sheet-fed



The Hardware – Color

- HP Indigo
 - 16-70 ppm maximum
 - 800 dpi
 - 12.5 x 18.5 maximum
 - Sheet-fed
 - Uses liquid ink, not toner



The Hardware – Color

- Heidelberg Quickmaster DI
 - 330 ppm maximum
 - 1270 dpi
 - 13.4 x 18.1 maximum
 - Sheet-fed
 - Uses waterless offset inks



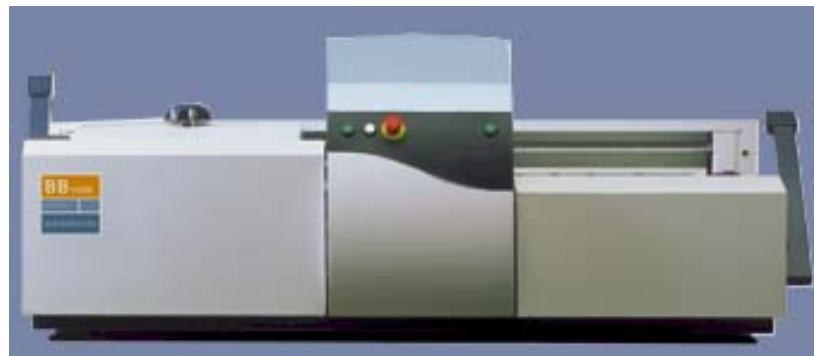
The Hardware – Color

- Xerox iGen3
 - 100 ppm consistent
 - 600 dpi
 - 14+ x 20+ maximum
 - Sheet-fed



Hardware – Bindery

- Perfect Binding
 - Tabletop and Floor Models
 - Quick Changeover
 - 100–200 books per hour



Hardware – Trimmers

- Three-Knife Trimmers
- Programmable Cutters



Production Considerations

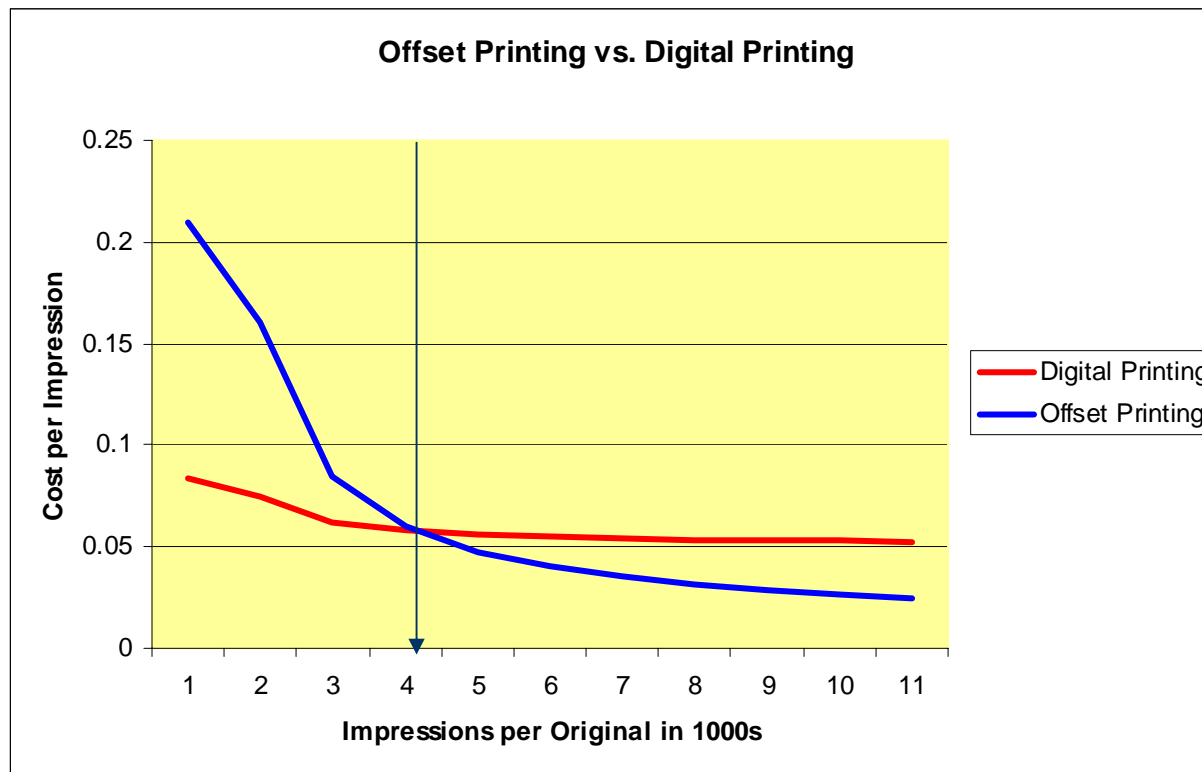
- Most Production Digital Presses are 600 dpi
- Digital presses have fewer paper choices
- Digital presses have more limited paper sizes

So...



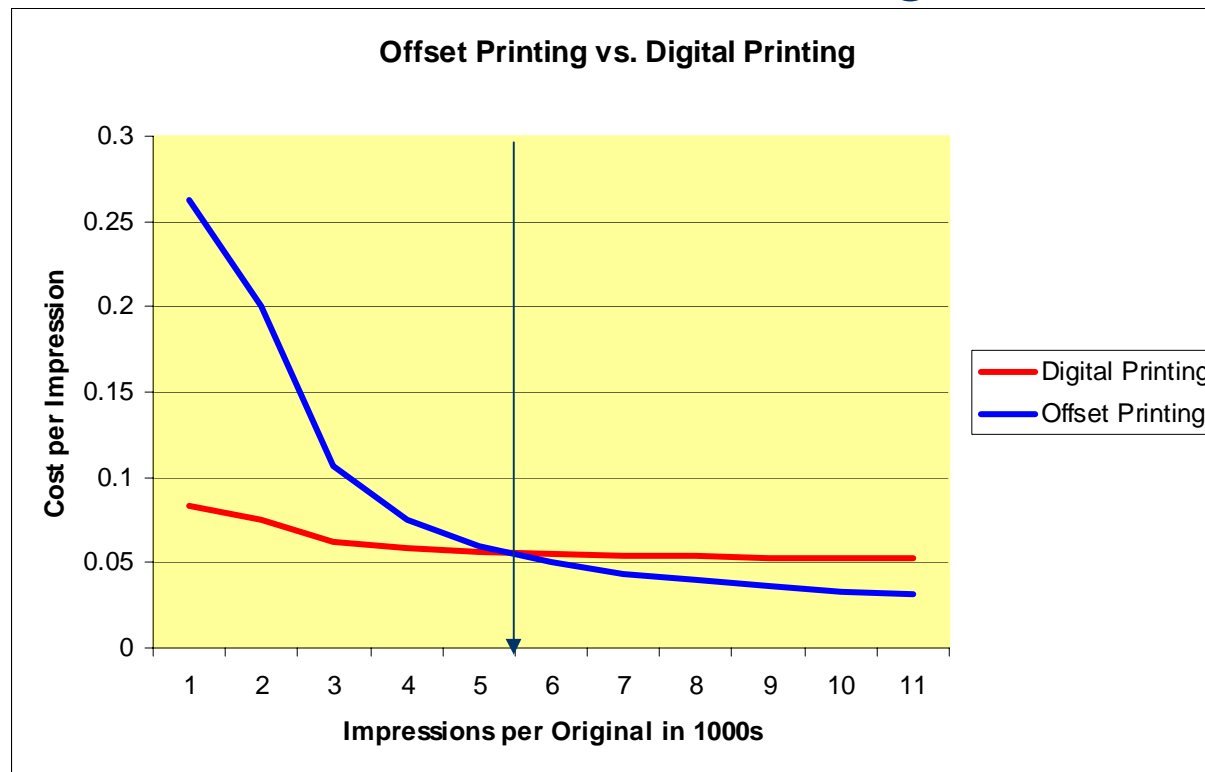
Traditional Cost Justification

- POD vs. Offset



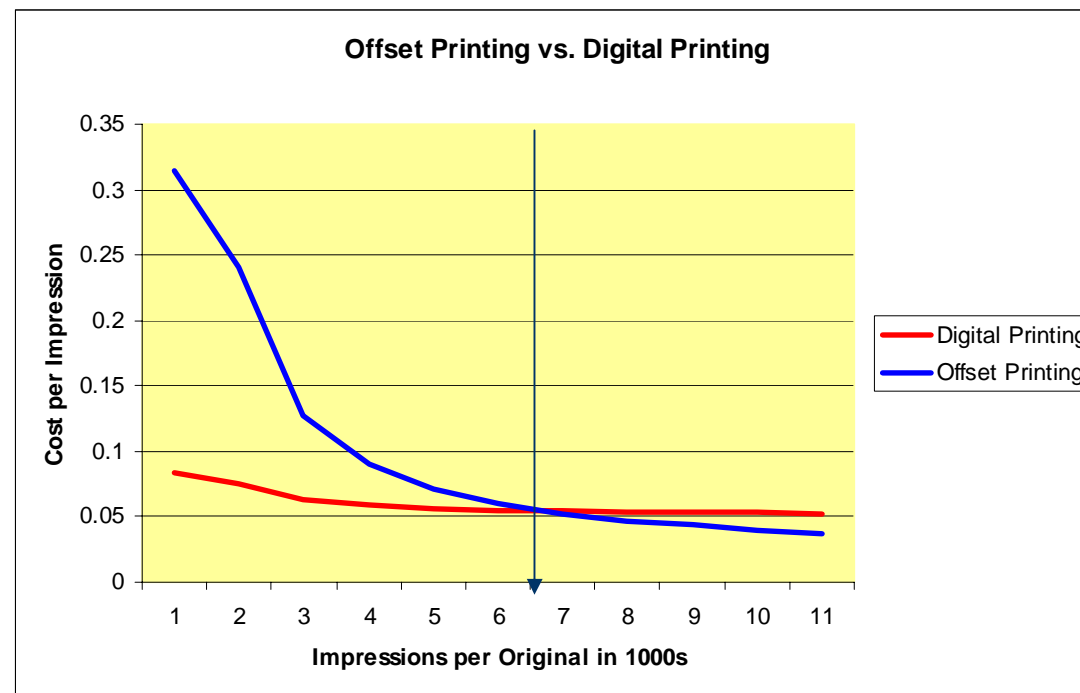
Cost Justification—Step 2

- POD vs. Offset with 25% wastage



Cost Justification—Step 3

- POD vs. Offset with 25% wastage, and “shrinkage” and storage and opportunity costs and...and



The Cost Elements of POD

- Transaction costs—taking and processing the order
 - Order Entry & Tracking, Paperwork, Billing & Collection
- Pre-press / pre-imaging
- Device set-up



Applications for Print-on-Demand

- The Obvious Ones:
 - Short-run books
 - Journal/Magazine Reprints
 - Out-of-print
 - Limited audience



Other Applications

- Less obvious
 - Beginning and end of document life cycle
 - High-quality reader's proofs
 - New documents by “repurposing” old
 - Journal/magazine article compilations
 - Proceedings articles



Applications for Publishers

- Newest Ideas
 - Books by the chapter
 - Custom compilations
 - Personalized editions
 - Personalized promotions



Applications for Marketing

- “Kitting” of marketing pieces
- Multiple versions for testing
- Digital inventory of changing documents



Distribution via the Internet

- Internal Distribution
- Outside sales to “members”
- Outside sales to the world



Variable Data—The Ultimate POD

- Each document totally customized for the recipient
- Marketing Applications
- Publishing Applications



Thank You.

