

Xerox Corporation offers our customers an innovative array of services, solutions, and software, as well as a broad range of color and black-and-white digital printers, digital presses, multifunction devices, and digital copiers. Our vision is to help people find better ways to do great work. We do this by consistently leading in document technologies, products, and services that improve work processes and business results. For more information about world-class Xerox solutions or to schedule an appointment with a Xerox sales representative, call 1-800-ASK-XEROX ext. 964, or visit [www.xerox.com/service](http://www.xerox.com/service).

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Case Study

Results  
you can  
measure.

#### Streamlined Workflow

Offset Paperback Manufacturers uses Elan Professional Proofer and FreeFlow™ MakeReady, parts of the Xerox FreeFlow Digital Workflow Collection, to reduce the number of times a file is opened from eight to just one—or even zero for files already in the document repository. The new workflow permits formerly disruptive demands to be handled with ease.

For example, one customer recently called at 2 p.m. seeking next-day delivery of 500 copies of a book, leaving a two-hour window before the last UPS pickup at 4 p.m. The digital file was pulled from the document library and automatically checked to ensure it would print correctly—a 15-second

process. The book block was sent to the Xerox DocuPrint® 1050® CF printer and the cover to the Xerox iGen3®. The completed books were boxed and shipped by the deadline, without disrupting other jobs.

#### Rewards of Partnership

Xerox partnered with OPM to develop and refine the workflow, ensuring a strong return on investment. “Xerox taught our employees about digital book production, the technologies, the software and the workflows we would be using,” relates OPM Executive Vice President Joe Makarewicz. “They listened to what we were doing, what our customers needed, and then came up with solutions that made what we were doing even better.”

#### Promising Future

Four or five years ago, OPM produced about 20 million pages a year digitally. Today, they produce 1.5 billion pages a year. “Next year, or the year after that, we’ll do 5 billion pages,” says Makarewicz. “That’s a tremendous step toward becoming a dominant player in a digital market.”

“The relationships, partnerships, tools, and people that are all involved in this process between OPM and Xerox, make sense for us and for our customers. They are going to make it easy to achieve our goals. It’s going to be the most exciting time for our business.”

Offset Paperback  
Manufacturers jump-  
starts its transition to  
digital book manufacturing  
with Xerox FreeFlow™  
and Xerox cut-sheet and  
continuous-feed printers.



## Offset Paperback Manufacturers, Inc.

Offset Paperback Manufacturers, Inc. is one of the world's largest manufacturers of mass-market paperback books, producing about 350 million books annually, including trade paperback, educational and specialty titles. A full-service manufacturer, OPM offers digital photography, pre-press services, printing, binding, distribution and fulfillment. The company employs 800 people at sites in Dallas, Pa., and Laflin, Pa., and is part of Bertelsmann AG, a worldwide corporation with expertise in entertainment, publishing, printing and distribution.

Web site: [www.opm.com](http://www.opm.com)



### The Challenge

# 1

“When you look at digital technology and the way the digital world will continue to evolve, it's clear there are great opportunities before us.”

Joe Makarewicz, Executive Vice President, Offset Paperback Manufacturers



As the name implies, Offset Paperback Manufacturers built its business by manufacturing books with traditional offset presses. However, about a decade ago, company executives recognized great potential in digital book manufacturing and began investigating the technology. By 1999, the company established a digital operation to complement offset printing with cost-effective short runs ranging from 50 books to the low thousands. This capability presents publishers with opportunities to expand and better manage their title lists. At the time, however, digital book production was labor-intensive, requiring OPM staff to open each book file up to eight times, decreasing profitability. So, OPM began investigating workflow software and working to refine its internal processes to boost digital book manufacturing automation and profitability.

### The Solution

# 2

“What has made us successful has been the ability to update the technologies we use and automate our processes.”

Joe Makarewicz, Executive Vice President, Offset Paperback Manufacturers



Streamlining digital book manufacturing workflow has been an ongoing OPM effort, most recently with a team of Xerox document workflow professionals implementing software from the Xerox FreeFlow™ Digital Workflow Collection. Today, customers' digital book-block files are converted automatically to 1-up PDF files for printing on one of three DocuPrint® 1050® Continuous Feed systems, a DocuTech® 6155, or a Xerox Nuvera™ 100 Copier/Printer. FreeFlow DocuSP® automatically delivers a job ticket to the identified print engine. The book block and covers are then pulled from the document repository and imposed on-the-fly to run on the printer. Covers are routed to one of three Xerox iGen3® Digital Production Presses, then laminated or UV-coated and mated to the book block in the bindery.

### The Benefit

# 3

“The growth of digital printing is making this the most exciting time for our business.”

Joe Makarewicz, Executive Vice President, Offset Paperback Manufacturers



OPM runs a fully automated, non-stop, digital production operation that improves productivity and production management throughout a book's life cycle. During production, files now need to be opened only once, or not at all, improving efficiency and lowering costs. Xerox training and support helps OPM deliver on the system's full potential. The system delivers a competitive advantage and enables publishers to develop new products based on short runs, customization and integration with the Internet. In the early stages of a book's life cycle, digital manufacturing reduces the costs of test marketing and review copies, and permits proofing and comps of actual books. In later stages, digital manufacturing boosts publisher revenue and profit by keeping books in print after initial quantities are depleted, and maintains availability of out-of-print books.