Home Retail Group
Improved booklet making quality and productivity

The challenges:
- Shorter print runs and faster turnaround times require operating efficiency
- Demand for quality finished products in a wide range of styles and sizes
- Reduced resources require greater efficiency at all operational levels
- Time critical jobs require assured reliability and performance

The solution:
- Watkiss PowerSquare 224 Booklet Maker installed inline with a Xerox Nuvera™144 EA Production System
- Complete booklet making solution in one compact unit
- Produces booklets up to 224 pages
- Consistent quality finish with both thin and thick books

The results:
- Improved booklet making quality and productivity.
- Consistent reliability enables tight deadlines to be achieved
- Small footprint ensures best use of space and operator ergonomics
- Opportunity to bring more booklet making in-house to reduce outsourcing

“The biggest attraction was the quality of the square spine booklets, the number of sheets we can bind; and that it stitches both thin and thick books properly.”
- Mark O’Donnell, Assistant Facilities Manager
Customer profile

Home Retail Group is the UK’s leading home and general merchandise multi-channel retailer with sales of GB£5.7bn in the last financial year (2014).

It brings together some of the UK’s most recognisable retail brands: Argos, Homebase, Financial Services and Habitat UK. This gives the Group three distinct retail brands with over 1,100 stores, three transactional websites, two mobile shopping apps and the UK’s biggest home-delivery operation, making Home Retail Group the UK’s leading multi-channel retailer.

Key facts:
- 47,000 employees
- £5.7bn sales
- 80,000+ products
- >180m customer transactions
- 1,057 stores

The challenge

Like many corporate reprographics departments; Home Retail Group faces the combined challenges of limited floor space, tight deadlines and wide ranging applications.

The department uses three Xerox Colour 1000 Presses and two Xerox Nuvera® EA Production Systems, to print the majority of internal communication and documentation requirements, including employee handbooks, health and safety documents, record books, stocking details and reports.

Home Retail Group needed a booklet maker that would take up less valuable space, and yet produce a wider range of work in large volumes.

Reliability and performance were important priorities, as was the need to produce thick books with a smart, professional finish.

The solution

To meet these challenges, a Watkiss PowerSquare 224 Booklet Maker has been installed inline with a Xerox Nuvera™ 144 EA Production System using FreeFlow™ Print Server with PrintNow capability.

This unique booklet maker stitches, folds, spine forms and trims in one unit. The resulting books have a square spine, similar in appearance to perfect bound books, but produced far more cost effectively. It is unique in being able to accommodate up to 224 pages in one stitched book.

As a validated and proven finishing device for Xerox production printers. The Watkiss PowerSquare installation and implementation took only a few hours. In the first four days of use, over 8,000 booklets had already been produced.

According to Mark O’Donnell, Assistant Facilities Manager, “The installation was fantastic - quick and efficient; and followed by excellent training. Watkiss inspired great confidence in the back up and support available, should we need it”.

“ It performs so much better, both in terms of quality and in productivity”
- Mark O’Donnell, Assistant Facilities Manager
A feeding & finishing solution
Learn more at www.watkiss.com

The results

“We are very pleased with our choice of the PowerSquare. The biggest attraction was the quality of the square spine booklets, the number of sheets we can bind; and that it stitches both thin and thick books properly,” says Mark O’Donnell.

“It performs so much better than previous solutions, both in terms of quality and in productivity. And it has a very small footprint - by changing to an online system we can fit another Colour 1000 Press in the available space.” says Mark O’Donnell.

The Home Retail Group CRD now hopes to bring more booklet making work into the department; and to look at some different applications - such as pocket reference books used in Homebase gardening sections. They also plan to move away from comb binding which is too time consuming.

Benefits at a Glance

• Superior digital in-line booklet making designed for the production environment, rated for up to 50,000 books/month.
• Able to process jobs up to 224 pages with printable spines, including precision stitching with both thin and thick books.
• Delivers flexibility and precision in producing booklets with and without squared edges.

Solution specifications

Xerox products supported:

• Xerox Nuvera® EA Production Systems
• Xerox Color 800/1000 Presses
• Xerox iGen4™
• Xerox iGen4™ Diamond Edition
• Xerox iGen™ 150
• Xerox® Colour 8250

Applications supported:

• Manuals
• Catalogues
• Brochures and Pamphlets
• Magazines
• Reports
• Newsletters

Learn more about the Watkiss PowerSquare™ 224

Watkiss: www.watkiss.com/powersquare
Xerox: www.xerox.co.uk/digital-printing/feeders-print-finishing/inline-finishers/watkiss-powersquare-224/engb.html

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