

PressLines

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KODAK InSite Software Makes Convenient Internet-based Communication a Reality

Each year print technology advancements made the production process faster, easier and, in many cases, less expensive. But it seemed everyday tasks such as job submission, order tracking and proofing were caught in a time warp. Tools like e-mail and electronic file transfers helped, but there were still lots of courier packages and other delays that slowed down the entire process. Most importantly, there was no true integration with a unified workflow system.

Thanks to the addition of KODAK InSite software, those days are over. InSite allows you to communicate and collaborate with Ripon online from job creation to proof approval through a secure Web portal. It streamlines the process of job submission, job-status tracking and online collaboration as well as remote proofing and approval.

All you need is a Web-enabled computer to be able to track job activity, proof print projects online, collaborate with customer service and prepress staff, submit changes and approve work from any location,

anytime. Powerful and user-friendly, InSite software can effectively eliminate opportunities for errors or delays while moving projects through to completion with speed and accuracy.

Some of InSite software's key benefits are the ability to:

- Minimize cycle time and costs
- Gain greater flexibility in dealing with late closing pages or last minute changes
- Access and monitor projects at any time, from any location using only a Web browser

- Extend the geographic reach of your business
- Initiate and manage simultaneous collaboration between multiple locations

"The combination of KODAK InSite software with our Prinergy workflow system takes us to a new level of Internet-based collaboration with our customers," said Andy Lyke, president of Ripon Printers. "It will also have the potential to provide a vital Internet portal between the workflow system and color servers as we expand into digital printing capabilities. Our ultimate objective is to offer customers a seamlessly integrated workflow, whether the output is through a digital printing system or offset."

For more information about how Ripon's KODAK InSite software can benefit your print campaigns, please call your sales or customer service representative. **RIPON**

Spanning part of the globe... to find the 'perfect' perfect binder

From Montreal to Lucerne, from North Carolina to Germany – with a side trip to Missouri, we were back on the road again...

Whenever it is time to purchase a new piece of equipment we send our experts out to do the research, visiting factories and production facilities... and then return with their observations and a purchase recommendation.

No vice presidents, no managers... we send operators, crew leaders, supervisors and sometimes we even allow an engineer to tag along.

Nearly a year ago, the first fact-finding trip included bindery operations in Quebec and North Carolina. In early April it was off to Switzerland; in late April it was northern Germany. Our investigators – Greg Peterson, third shift

bindery supervisor; Russ Stacy, perfect bind crew leader, Bill Kolberg, perfect binder operator and Jerry Eiler, finishing technical engineer – visited 10 facilities, logging thousands of miles in the air and on the ground... and somehow had time for a little sightseeing.

According to Greg, "we felt the most comfortable in Switzerland. It is a beautiful country that I never thought I would ever see in my lifetime! We had access to a van and were able to drive around ...and we even found a Harley-Davidson shop."

After the trips, the jet lag and writing comprehensive reports, the group recommended a Müller Martini Bolero perfect binder with 24 pockets. Containers from Switzerland began arriving in mid-January and the first test book emerged from the trimmer on February 19th.

By the time this issue of *PressLines* reaches you, the Bolero will be in full production with some exciting new features for our customers.

- Optional PUR [polyurethane resin] glue achieves its ultimate strength a few days after binding by reacting with moisture in the air and substrates to form a significantly stronger bond. Recommended for coated text stocks.
- Book slitting saw eliminates burst-perfing of the web signatures for digest-size pieces.
- Layflat binding available.

Want to know more? Contact your sales or customer service representative! **RIPON**



Our group at Bolero operator school in Lucerne in late January. Pictured, from left, Thomas Graf, instructor; Russ Stacy, perfect bind crew leader; Greg Peterson, third shift bindery supervisor; Brad Miller, second shift operator; Phil Vande Zande, third shift operator; Don Dombrowski, second shift operator; and Bill Kolberg, first shift operator.



Greetings from Lucerne! Jerry Eiler, Greg Peterson and Russ Stacy fit in a little "tourist time."

Introducing e-PressLines

You've come to know *PressLines* as an informative, quarterly newsletter that keeps you up-to-date on major trends impacting the printing and publishing industry as well as information about important happenings at Ripon Printers. To provide even more timely updates, we recently launched *e-PressLines*, a monthly e-messaging program that offers ideas, tips and trends in a condensed, reader-friendly format. If you are not already receiving *e-PressLines* – or know business associates who would benefit – please register for a free subscription at www.riponprinters.com/forms/info-request.htm.

Cell: a bounded area forming part of a whole

According to Webster's, a cell can be defined as:

- any small compartment; "the cells of a honeycomb"
- the basic structural and functional unit of all organisms; they may exist as independent units of life (as in monads) or may form colonies or tissues as in higher plants and animals
- a device that delivers an electric current as the result of a chemical reaction
- cellular telephone: a hand-held mobile radiotelephone for use in an area divided into small sections, each with its own short-range transmitter/receiver
- a room where a prisoner is kept

We have a new definition: A work cell is a group of dedicated people from different departments working together in one area to provide better service to our customers.

We are forming our first work



Andy Lyke

cell in the office area as part of our continuous improvement efforts. The cell will consist of four customer service representatives, one estimator and one job planner. Participants include Cindy Boelter, Jessica Miller, Julie Hopp, Lisa Kamphuis, Frank Greff and Donna Peterson.

From the work cell, we hope to achieve (among other things):

- quicker response to customers
- more efficient flow of information and material to other departments
- creation of a cross-functional work group to perform multiple tasks
- ability to process more work with the same number of people

This change will require open communication and cooperation from within the cell and other departments to work out and effectively deal with challenges. We are excited about the opportunities the cell will have on efficiency, communication and, most important, customer satisfaction. We are targeting March 12th as our start date and project this to be a 12 month test. If you deal with one of the people mentioned above, please let us know of your experiences with our new cell. **RIPON**

“Best of the Best” honor received in Best Workplace in the Americas Competition

Began to specifically honor printing companies that provide a superior work environment, the Best Workplace in the Americas program allows entrants to compare their human relations programs and policies to other companies in the graphic arts industry. In this year's competition, we received the Best Workplace in the Americas' top designation – Best of the Best 2006 – for our exemplary human resources practices.

Sponsored by Printing Industries of America/Graphic Arts Technical Foundation, a panel of highly respected human resource professionals judge companies based upon the following criteria:

- Training and development opportunities

- Management practices
- Work environment
- Recognition and rewards
- Workplace health and safety
- Financial security
- Work-life balance
- Health and wellness programs

This year marks the sixth year of the Best Workplace in the Americas program. This year also marks the third time Ripon received Best Workplace in the Americas recognition, in addition to achieving the elite “Best of the Best” status for the first time. **RIPON**



The Postal Front

Planning for a Changing Environment

If you feel a bit frazzled by all the recent postal changes, you're not alone. First, we experienced two postage increases within a period of 16 months. Then, Congress passed postal reform, which will have a positive long-term effect but will also present unique challenges. Regardless, there is simply no escaping the fact that mailing and distribution costs have a major impact on your business. Now is the time for every organization to review its strategies for minimizing costs without sacrificing delivery speed or accuracy. This issue of *PressLines* begins a two-part series on postal issues: 1) the upcoming postal rate case; 2) postal reform.

The Postal Rate Case

The current rate case, R2006-1, was filed in May 2006 with a rate increase request that averages 8.5 percent across all mail classes. The target implementation date is May 6, 2007.

Digital communications such as

e-mail and electronic bill payment are reducing high-margin, First Class mail volume and forcing the USPS to increase automated mail processing to lower costs. With First Class mail having a 5.3 percent volume loss for the five-year period spanning 2000-05 and Standard Mail experiencing a 12.1 percent increase during the same timeframe, Standard Mail volumes surpassed those of First Class for the first time.

Consequently, the USPS had to raise rates for all mail classes to achieve the requirement of operating at a minimum of breakeven. The USPS also wanted to offer price incentives that would:

- Justify more mailers participating in destination entry at USPS facilities to further increase automation and worksharing.
- Encourage mailers to create mail pieces that are more efficiently sorted on USPS equipment, reducing the number of bundles, sacks and trays while increasing

automation. You now need to consider piece shape as well as piece weight.

- Reduce by 50 percent the 5.6 billion annual pieces of undeliverable mail as addressed (UAA) and its associated \$2 billion in yearly costs by 2010.

The Costs

Like most rate increases, this one promises to generate its share of confusion because of price variables resulting from factors such as automation discounts, number of pieces mailed, size and other factors. As of March 1, the average suggested increases by class are:

■ First Class	7.1 percent
■ Standard Mail	9.3 percent
■ Periodicals	11.8 percent
■ Priority Mail	13.8 percent
■ Express Mail	12.5 percent
■ Package Services	11.4 percent

The operative word is "average." There will be variations based on your individual mailing. The best idea is to arrange a free consultation with our postal experts. We can evaluate where your mailings are likely to fall on the price chart and then help you identify any actions you can take to mitigate the costs.

If you would care to review the complete documentation, go to www.usps.com/ratecase. **RIPON**

Next Issue: What Postal Reform Means to You

Fun With Numbers – 2006

300,062,122	Web press impressions
90,603,344	Saddle stitch pieces produced
23,291,254	Perfect bound books produced
23,105,782	Sheetfed impressions
8,560,610	Newspaper and shopper sections printed
84,141	Computer-to-plate web and sheetfed plates imaged
4,121	Conventional web and sheet press plates burned