

Schumann New and Improved

Faced with the familiar choice of buying a new press or enhancing an existing one, Schumann Printers took a novel approach.



The publication printing specialist did both, enhancing an M-1000™ press installed in 1995 and ordering a new 2x8 Sunday™ 3000 system along with a Goss® Pacesetter® saddlestitcher for its Fall River, Wisconsin (U.S.A.) facility.

"Goss International has the most innovative press and finishing systems available, and our experience and relationship give us confidence to continue investing in that technology," explains Jack Schumann, chairman, who founded the company in 1963 and now shares management duties with his sons Daniel Schumann, president, and Mark Schumann, vice president. The company produces 300 magazine titles regularly and installed a Sunday 2000 press with Autoplate™ technology in 2004.

"Far beyond routine warranties and parts agreements, we know that Goss International provides a commitment to our success that we have not seen from other suppliers," Daniel Schumann says. "We continue to be impressed with their proactive, collaborative approach to helping us improve our business and create new opportunities."

Innovative and responsive

Those improvements and opportunities are tied closely to innovation and responsiveness, the factors Daniel Schumann says differentiate his company in a highly competitive publication printing market. "We are large enough to bring the advantages of the newest technology to our customers, but we are also a family

Jack Schumann, chairman and founder, with sons Daniel Schumann, president (center) and Mark Schumann, vice president and plant manager.

business where the owners know every job and can be contacted by any customer, at any time," he contends.

Run lengths at Schumann Printers average 35,000 copies, a job mix that requires makereadies every 30 to 60 minutes and the technology to do them quickly and efficiently. "You have to invest in the automation, digital presetting and closed-loop technologies to squeeze every bit of waste and inefficiency out of the makeready process," explains Jack Schumann. He says the company has brought the M-1000 press up to the same presetting standards as the new Sunday 3000/32 press to stay in-synch with the advanced digital workflows its customers rely on and to hold makeready averages to under ten minutes and 1,500 impressions.

2x8: The next logical step

The new four-unit Sunday 3000/32 press with a pinless former folder will go into production in early 2008 at Schumann Printers. The wider 2x8 format represents what Jack Schumann calls the next logical step. "For us, getting 32 pages from a single-web

press is preferable to 32 pages from a traditional two-web press," he explains. "We will have half as many units, pasters and splices to deal with, and we will reduce our labor." Schumann expects to operate the new press with a three-person crew, with a fourth person covering the delivery duties on both the new press and the existing Sunday 2000 press. He says a smaller non-print area with the gapless press also translates into a shorter cutoff and a significant paper savings advantage.

The eight-pages-across Sunday 3000/32 press was introduced in 2003, with gapless blanket technology providing the cylinder stability for high-quality, high-speed printing with the wider, single-circumference format. Sunday 3000/32 presses print at up to 100,000 impressions per hour, delivering as many as 3.2 million magazine pages per hour in a single-web configuration.

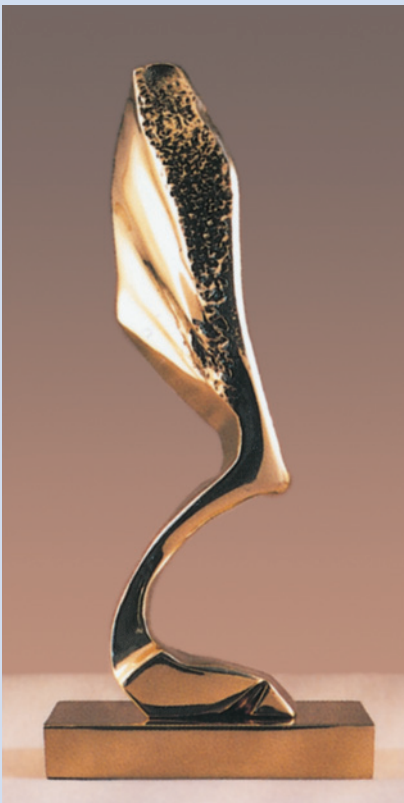
Extending the competitive life of an M-1000

The recent M-1000 press upgrade at Schumann Printers included inker and control enhancements and the addition

of a UV coater. A formal press audit by Goss International provided the blueprint for the project, and the press is now used primarily for printing publication covers.

"Instead of rebuilding to original capabilities, we upgraded with innovations that keep the press competitive and compatible with newer presses," explains Mark Schumann. He claims that the specific experience of Goss International with the M-1000 press model was beneficial in meeting performance expectations and a tight schedule.

"We have never seen such a professional and well prepared group," Mark Schumann says. "When they hit the floor in our shop, everyone from the coordinator to the person cleaning parts knew exactly what had to be done. We feel that the original documentation backup that the technicians had was key to the success and an advantage we would not have had with a third-party rebuilder."



Innovation Award

Schumann Printers Inc. is the recipient of the 2007/08 Goss International Innovation Award. This award is given to the printer who has most effectively adapted and integrated new technology. A special note, in Schumann's case they have taken software from United States, Germany, Britain, France, Belgium and Norway to create effective workflows for both prepress and data collection. Schumann's has also made significant strides in their adaptation and development of Gracol 7 and TCE color systems.

SPI has been presented the master printer certification for G7. They have received significant acceptance of their "customer care", printer partnership program.