

Profit on the Horizon

This offset and digital print business has invested with Horizon to handle its growing print finishing requirements

CCOURTNEY Colour in Melbourne is a great example to all those who believe that print has a bright future. The company is a general commercial printer, but has built a successful, niche in high end applications, for instance it produces catalogues for many of the country's art galleries and auction houses.

Courtney is owned by Aldo Burcheri and Michael Vojvodic, who bought the company from its previous owner three years ago, having worked in the business for eight years prior to that. The company now has 30 staff, and is now able to produce almost all its own work in-house, with design, prepress, printing and finishing capabilities all within its own business.

Courtney is also indicative of the current trend for printers to embrace digital printing, and last November added an HP Indigo to its sheetfed press firepower.

Aldo Burcheri says, "We produce the usual gamut of commercial work; brochures, flyers, reports, catalogues, but we have also built a successful, niche in high end applications, we supply many of the country's art galleries and auction houses with catalogues."

Since taking over the business three years ago the partners have completely re-equipped the bindery, it now comprises a full Horizon suite including a Horizon Stitchliner 5500 Collator with Three knife trimmer unit, Horizon AFC-566F Fully Auto

Folder, and it has just bought a Horizon BQ-470 Four Clamp Perfect Binder which has PUR and EVA Glue Tanks.

Burcheri says, "We needed to re-equip in the bindery, and like everyone in this industry we are facing shorter run lengths and quicker turnaround times. This is the case with digital of course, but even in our offset work the same is true, the clients need their work and they need it fast. We found Horizon equipment meets our requirements.

The level of automation on Horizon is high, for instance on the folder it means we can easily handle jobs of different sizes from say A4 to DL, changing end product is easy, thanks to the automation. It also means that the skill set required to operate finishing equipment has come down, which is great for us."

Having bought the stitcher trimmer and the folder first Courtney then decided to invest in its own perfect binder. Burcheri says, "A lot of our work for art galleries and the like is perfect bound. We found with the amount that we had grown to produce, that by the time we sent it out, paid transport costs, paid the bindery house, waited for the job to be done it had become more than viable for us to put in our own perfect binder.

Burcheri says, "Brochures for art galleries can be up to 200 pages thick. They also have to take a fair amount of impact, people will typically take them to auction, roll them up, wave them around, the last thing they, or the gallery wants, is for pages to start falling out. So we knew needed a system capable of producing a very strong bind, but with the same high levels of automation and speed that we need."

Courtney looked at several options before deciding to go with the Horizon BQ-470. Burcheri says, "We assessed both new and second hand, and couldn't get past the Horizon. Obviously the fact that we have had such good experiences with the Stitchliner and folder was a key point, as was the service levels we have had from Currie, which has been exemplary. We wanted PUR to ensure the pages didn't fall out.

We have now been running the BQ-470 for three months and have had such a good experience, it has produced what we wanted it to, there have been no reports of any pages falling out, even on the thickest catalogues. It has clearly helped from a time perspective, we were fully in control of our own job, and it has helped from a cash flow perspective too."

Courtney is producing work for the BQ 470 on both offset and digital presses. Burcheri says, "Some of the smaller galleries only want 100 or 200 catalogues, which is where the Indigo comes in, and where the Horizon equipment scores too, as it will economically bind low run lengths.

"The new BQ-470 will collate, trim and perfect bind a burst book in less than two hours. When you put this together with either the offset or especially digital presses it is easy to see how we can produce lightening quick turnaround times for our customers. The amount of work we are producing digitally is rising rapidly, it has doubled in the last few months, we are now around 100,000 impressions a week. The combination of fast quality printing with fast in-house high quality binding is proving very attractive to the market."



Shorter run lengths: Courtney Colour directors Aldo Burcheri (left) and Michael Vojvodic with the new Horizon BQ-470