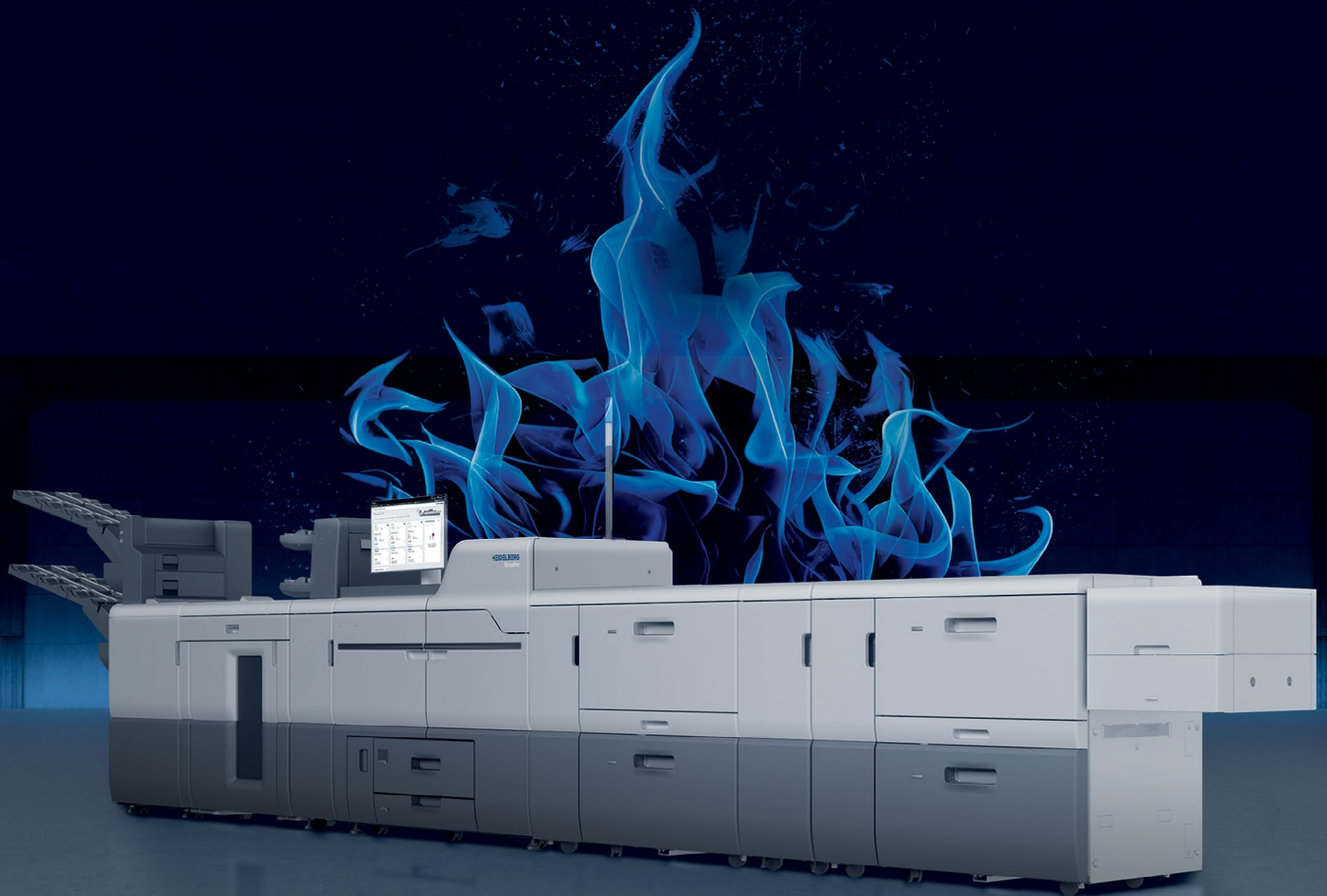


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# Business Card Service, Inc. Improves Throughput, Quality with Versafires.



Burnsville, Minnesota

**Business Card Service, Inc. (BCSI), a leader in ecommerce for the print industry, is committed to staying at the forefront of innovation. The family-owned trade printer, located in Burnsville, MN, is known for its industry-leading integration with clients' online ordering systems. To improve production reliability and print quality, BCSI installed two Versafire® digital presses from HEIDELBERG® in the past two years. Since installation, the machines have cut turnaround times in half while reducing operational and service costs.**

## Decreasing Turn Times for Specialty Printing

BCSI pioneered electronic order transmission in 1983, long before the rise of the internet. Today, its orders are seamlessly received through clients' websites and fully automated into the company's production system. "Our customers love us because we make their jobs easier by eliminating a lot of the administrative time spent handling orders," said Emily Myers, Vice President of Sales and Marketing. While historically known for manufacturing business cards, the company has expanded its portfolio over the years – now producing a range of marketing collateral including folded brochures, saddle stitch booklets, note cards, and holiday cards. It has even recently added the ability for specialty print effects – like lamination, spot gloss, foil, and painted edges – for many of its products.

With 80% of its work produced digitally, BCSI needed a more advanced solution for its specialty printing needs, leading to the installation of a five-color Versafire EV in 2022. Previously using a wet-toner device, the Versafire's dry toner formula is ideal for BCSI's "sleeking" process – a digital finishing technique that adds special effects or foil to prints. While the Versafire's five-color capabilities allow for inline spot gloss effects, the clear toner can alternatively serve as a mask in the four-step sleeking process, enabling BCSI to apply foil offline with precision. "The Versafire handles sleeking extremely well compared to other digital presses we used in the past," said Josh Platt, Process Improvement Manager. The Versafire's excellent registration, both sheet-to-sheet and front-to-back, has further streamlined the process, cutting turnaround times in half for specialty print jobs.

Further decreasing turnaround times is the Versafire's superior vacuum feed trays with optimized sheet control for lateral pile stabilization during feeding. BCSI, who produces everything from specialty jobs to traditional four-page marketing brochures, uses a wide variety of materials from 50# text to 130# cover. The Versafire feeds various thicknesses of paper with consistent reliability, outperforming other digital presses. According to Platt, **"If someone asks, 'Can you print on this material?' I tell them the Versafire doesn't care what it is – it's just going to feed it!"**



**"The Versafire checked all the boxes for us – ease of use, lower operating and service costs, and improved uptime."**

## Checking All the Boxes

Impressed by the performance of its first Versafire, BCSI installed a second machine, the Versafire LP, earlier this year to replace aging digital equipment. When selecting a new press, Tom Marchessault, CEO, noted, "The Versafire checked all the boxes for us – ease of use, lower operating and service costs, and improved uptime." Another key factor was the press's ability to handle materials without the need to pre-treat them. This gives the company access to a broader range of materials, improving both availability and cost-efficiency. Since installation, the BCSI team has observed the Versafire produces denser solids and more vibrant colors, especially on coated stocks, compared to its other digital presses.

In addition to its impressive print quality, the Versafire's ease of use has been a major advantage for BCSI. Marchessault explained that his team was able to operate the press independently just hours after training and became "experts" within a week. He added, **"From a practical standpoint, we can pull employees from any department in the company and teach them to operate the machine in a short amount of time."** Maintenance is also straightforward as the Versafire actively sends alerts directly to service technicians should parts or toner need to be replaced. Often, a technician, along with replacement parts, are on site the same day.

"The preventative service is second to none," said Craig Marchessault, CFO for BCSI. "Over the course of two years, we haven't been down for more than a day between both machines. That's a huge savings for us."

BCSI has seen additional savings thanks to efficiency boosting features with Plockmatic booklet maker and Prinect® Digital Frontend (DFE). The Plockmatic, integrated with the Versafire LP, can produce saddle stitched books of up to 200 pages. Since it's fully inline, it often matches the speed of BCSI's offset presses in production, enabling the company to provide turnaround times as little as one day for booklets.

Utilizing Prinect DFE, BCSI can predefine templates and set up hot folders, enabling artwork to be automatically configured for customer proofs. Dropping a 40-page PDF into a hot folder, the prepress team can generate "customer friendly" proofs for approval within minutes – a process that previously demanded considerable time and resources.

**"The Versafire has really exceeded our expectations on all fronts,"** said T. Marchessault. "HEIDELBERG has delivered on every promise made during the initial sales pitch, continuing the strong track record we've had with them over the years."

## About BCSI

BCSI has focused solely on corporate identity products since 1954. It is dedicated to strict quality control, top-notch service, competitive pricing, and streamlined order processing. BCSI's customer-focused employees continually improve quality, processes, and service resulting in industry-leading accuracy of 99.8%. BCSI's mission is to achieve total customer satisfaction by listening to customers, anticipating their needs, and exceeding their expectations.

# G2 Graphic Services. Installs Two Versafire EPs to Better Serve Entertainment & Gaming Industries.



Hollywood, California

**“Whatever It Takes” has been the company motto of G2 Graphic Services since its doors opened in 1969. The now full-service commercial and packaging printer, located in North Hollywood, CA, began its life when John Beard started selling film to movie production companies. As the industry started to digitize, Beard knew the company needed to evolve and decided to purchase its first press in 1999 thus marking its start as a printing company. G2, now run by son John Beard, Jr., is still committed to doing “whatever it takes” to meet his customers’ demands – no matter how quick the turnaround. Needing to increase its capacity to keep up with its uptick in business post COVID, G2 installed two Versafire EP digital presses from HEIDELBERG.**

## Welcome to Hollywood

While G2 still serves the movie and entertainment industries, the company’s customer base has grown over the years to include recording studios, casinos and gaming, travel and entertainment and health and cosmetic companies. Unfortunately, many of these industries were severely impacted by the effects of COVID-19, which left G2 to navigate a tumultuous few years. “We were lucky the business survived,” said John Beard, Jr., President of G2. “We’re fortunate we made it to the other side, and our sales are now back to pre-COVID levels.”

Just as its business started to recover, the company began to encounter new challenges finding the right materials. “Our digital press required approved media that had to be pre-treated,” said Beard. “It was very difficult finding what we needed to serve our customers whose business was also just starting to come back.” Needing a more versatile solution, G2 decided to install a Versafire EP from HEIDELBERG, which accepts virtually any stock from 35 lb. text to 24 pt. board, including synthetics. **“I like that we can pull material off our offset press if needed, cut it down, and load it directly onto our Versafire,”** said Beard.

## No More Substrate Constraints

Knowing he needed two Versafires to accommodate all of G2’s workload, Beard, although a long-time HEIDELBERG supporter, was not completely sure the Versafire could handle some of its complex, long run variable data direct mailings, which can sometimes run upwards of 60,000 sheets. HEIDELBERG, confident in the machine’s abilities, allowed G2 to try the Versafire “risk free” – meaning the company was able to put the Versafire EP on its production floor for 90 days and if not completely satisfied with the machine, HEIDELBERG would remove the Versafire and refund G2 its costs. Thrilled with the quality, reliability, and flexibility of the machine, G2 proceeded with installation of its second Versafire EP four months after installing its first. **“We couldn’t be happier,”** said Beard. “We can now take some of our longer variable data jobs and split them between the two machines and be assured the color and quality will match.”

The company, no longer constrained by substrate requirements, is also able to print a variety of hybrid offset-digital print jobs between its Speedmaster® CD 102 and Versafire EP. According to Beard, “We can run 150,000 four-color postcards on the press, cut them down, and run all of the backs with variable data on the Versafire. The flexibility is great.” Additionally, G2 is using the Versafire EPs to run a variety of synthetic materials for security badges for film premieres throughout the country and for menus used at the many restaurants in Universal Studios, which is located only a short distance from G2’s office.

**“Our very first press was HEIDELBERG. Trying HEIDELBERG digital was just a natural evolution of our twenty-five-year relationship with them,”** said Beard. After an efficient installation and training by knowledgeable trainers, G2, who also owns a POLAR cutter and Stahlfolder®, has not looked back on its decision to purchase Versafire. According to Beard, “HEIDELBERG is always there to respond and provide quick solutions. It’s a true partnership.”

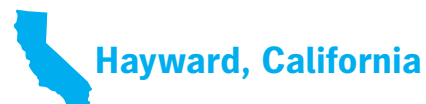
## About G2 Graphic Services

Since 1969, G2 Graphic Service has provided the highest level of quality and service throughout Southern California. Its clients include major entertainment studios, casinos and gaming, health and cosmetics manufacturers and music companies. Committed to serving its clients, G2 will do “Whatever It Takes” to meet their needs. The company’s extensive range of services includes retouching, wide format digital and sheet-fed printing, complete finishing, warehousing and advanced new media services. G2 operates around the clock to meet the most demanding deadlines.





# Impact Printing. Increases Uptime and Versatility with Versafire EP.



Impact Printing, a wholesale printer located in Hayward, CA, installed their first digital purchase from HEIDELBERG, a Versafire EP with Prinect Digital Frontend (DFE), to help produce a variety of projects for print brokers and other print facilities including short run booklets and brochures and variable data mailings. For Impact, the Versafire offers better uptime over its previous digital press and an extended banner feeder size of 27.5" which allows the company to expand the digital offerings for its customers.



## Offering Something New


"We remind our team that there is a printer on every corner," said Eric Elder, Production Manager at Impact Printing. "We want to provide a higher level of service and commitment for our customers than our competitors down the road." The Bay Area printer, who was previously equipped with a competitive digital press, was pleased with its machine's capabilities but frustrated with its reliability and maintenance costs. "It was affecting our production," said Elder, "and our ability to meet the expectations our customers have for us, which include 1-2 day turnarounds on digital products." Deciding to make a change, Impact selected the Versafire EP due to its ability to print with a matte finish and its versatile substrate range up to 24 pt. board. According to Elder, **"After seeing the Versafire in action at another location, we were confident in its print quality and our ability to change presses without disrupting our customers."** Additionally, the company chose to add the extended banner feeder option, which means Impact can print substrates up to 27.5" long – giving the company "the opportunity to offer something new" to its customers.

## Utilizing Versatility

Running a variety of stocks including coated and uncoated, synthetics up to 18 mil, and board up to 24 pt., Impact has been pleased with the ease in which its operators can switch between substrates on the Versafire. "They can move efficiently between jobs and are able to complete more jobs during a standard workday," said Elder, "which means we've been able to increase our workload digitally." Since installation late last year, the company has experienced significantly better uptime and less necessary maintenance compared to its previous press – all resulting in higher production speeds. In addition to lower maintenance costs, Elder says the company has saved money thanks to HEIDELBERG's lower lease and click rates.

## Prinect Digital Frontend (DFE)

Impact, looking to maximize the efficiency and quality of its new Versafire, decided to install the machine with HEIDELBERG's Prinect DFE. Equipped with the performance for complex variable data applications that other controllers have, Prinect DFE was designed especially with commercial printers in mind – enabling automated and standardized print production for excellent efficiency, greater transparency, and faster job flow. According to Elder, "We love the built-in color management technology of Prinect DFE, but my operators love the ease of being able to set-up and correct multiple jobs at the machine on the fly – ensuring every job prints the way it was intended."



**"We love the built-in color management technology of Prinect DFE, but my operators love the ease of being able to set-up and correct multiple jobs at the machine on the fly – ensuring every job prints the way it was intended."**

## About Impact Printing

Impact Printing was founded on the belief that high quality services could be made available at a competitive price with timely delivery. Throughout the years, the company has expanded its knowledge and capabilities to meet the demands of the ever-changing technology. Impact Printing's clients vary from designers to print brokers. Its consistent quality, experience, and service have enabled its customers to rely on Impact Printing as an integral part of their company. Impact Printing is proud to say that its first customer is still one of its customers today.

# Millennium Press. Installs first Versafire LP in the United States.

## Agawam, Massachusetts

**Determination and automation – two words that have fueled Millennium Press’ success for over 35 years and its owners’ recent recognition as 2023 Small Business Persons of the Year for MA. The commercial trade printer recently installed a new Versafire LP with Prinect Digital Frontend (DFE). The Versafire LP is HEIDELBERG’s newest digital press and the first of its kind to be installed in the U.S. and easily integrates with Millennium’s fully connected Smart Print Shop.**

### Determination

Despite being a “small” operation, Millennium is completely automated from quotation and job entry all the way through finishing and invoicing. “We’re not the typical size of a shop with this level of automation,” said Millennium Press Founder and President, Jim Sullivan. “We’re continuously working to streamline our operation and remove human touchpoints – making us more resilient to any unexpected bumps down the road.”

Millennium steadily grew from a one-man garage operation to a successful commercial trade printer. That being said, the company has overcome various “road bumps” in its thirty-five-year history including the recession of 2008 and the COVID-19 pandemic. In 2007, the company invested in a new state-of-the-art Speedmaster from HEIDELBERG and put a \$1 million addition onto its production facilities. Less than a year later, the recession devastated the economy and the print industry. Sullivan and his wife Kelly, Millennium’s CFO, were determined to survive – throwing many of their personal savings into the business and meeting with the Small Business Association (SBA) to restructure its debt.

After building its business back up and erasing most of its debt by 2020, the COVID-19 pandemic then wiped out 75% of Millennium’s business – forcing the company to temporarily lay off most of its workforce. The Sullivans’ resolve along with the SBA and the Paycheck Protection Program helped Millennium to quickly bring back its employees as the company started regaining work.

Based on their efforts and personal sacrifices during these difficult times, Jim and Kelly were recognized as the 2023 Small Business Persons of the Year for Massachusetts by the SBA. The Sullivans were chosen out of 700,000 small businesses in the state and invited to the White House to meet the President and Vice President. In D.C., they received their award along with the winners from all fifty states. “To represent one of the thirty-one million small businesses in the United States was a truly humbling experience,” said Sullivan.



### Automation

Millennium’s ability to succeed despite adversity is due in part to its investment in a completely connected HEIDELBERG solution, which includes Prinect workflow and Business Manager MIS, Suprasetter® CtP, Speedmaster with Prinect Inpress Control technology, two Versafire digital presses, and Stahlfolder and POLAR finishing solutions. The entire production chain and business operations are linked end-to-end with Prinect. Customers first submit an order through an online portal, and a job ticket is generated. The job is then automatically preflighted and routed to the appropriate queue (offset or digital) to be printed. Sullivan said, **“I don’t think we could do this as seamlessly without Prinect. Everything is so automated. The connectivity makes it easy to check on the business – even when thousands of miles away.”**

Millennium’s newest addition is the Versafire LP, the latest digital press from HEIDELBERG. The company has a history of purchasing digital presses from HEIDELBERG for over a decade. “When HEIDELBERG first introduced its Linoprint digital press in 2013, it was around the time that the quality of digital printing finally met my expectations of what I deemed acceptable for my customers,” said Sullivan. “While we were able to efficiently produce short runs on our Speedmaster, the Linoprint allowed us to produce smaller quantities more profitably, and the customer was very happy – both saving money and with the quality.”

Since then, Millennium has purchased each subsequent digital press model from HEIDELBERG. “With the Versafire, each generation has gotten better – faster, higher quality, and easier color calibration and registration,” said Sullivan.

The new LP will replace an older generation Versafire and work alongside Millennium’s existing Versafire EP. Sullivan says that the company’s digital workload has increased so much over the years that it consistently runs two machines throughout the day. The Versafires handle a variety of variable data mailings and standard short run jobs. He said, “We’re not into specialty printing. I’m more concerned about how many ‘units’ we can produce day in and day out.”

The enhanced Prinect DFE easily integrates with Millennium’s Prinect workflow and Speedmaster press to enable a flexible, standardized, highly productive, and intuitive combination of offset and digital printing. The automated and standardized print production provides the company with excellent efficiency, greater transparency, and faster job flow.

Sullivan adds, **“Every purchase I make is based on what is the most automated way to do something and where can we eliminate human touchpoints. HEIDELBERG makes all of that possible for us.”**

### About Millennium Press

Millennium Press was founded by Jim and Kelly Sullivan in 1989. What started as a part time operation run on one printing press and a computer has since expanded to become one of the premier operations in western Massachusetts, now operating in a spatial 20,000 sq. ft. facility. Its growth can be attributed to the company’s ability to integrate emerging technologies into its operations, but more than that, on the unwavering dedication of Millennium’s team, who work to produce quality products each and every time – at a pace that exceeds its competition.



# Shuffled Ink. Versafires Rescue Digital Production.



Winter Garden, Florida

**As a leading manufacturer of card decks and packaging, Shuffled Ink has weathered numerous changes since starting out 25 years ago as a one-man operation. After installing its first digital press a decade ago, Shuffled Ink recently upgraded with two Versafire LPs from HEIDELBERG – greatly enhancing its print capacity and “breathing new life into its business.”**

## Casino-Grade Quality, Full Customization

Manufacturing 1.2 million card decks annually out of its 16,800 sq. ft. facility, Shuffled Ink is unlike any other printer. The family-owned and operated company is the premier manufacturer in the US, allowing for complete customization on both sides of the card – producing orders from 15 decks to 50,000 decks or more. In addition to allowing for complete customization, Shuffled Ink produces every project with the highest quality standards and materials. “Regardless of quantity or end use, we only offer casino grade card stocks and manufacture with the approach that every deck we make must be perfect,” said CEO Matthew Levin.



**"Their consistency is helping us win new business. We've been treading water for quite some time, and we're now finally breathing a sigh of relief."**

Dedicated to maintaining industry-leading quality and full customization, Shuffled Ink requires superior digital presses capable of excellent ink laydown on embossed stocks and precise registration both front-to-back and sheet-to-sheet. For the last decade, the company printed its cards on equipment from one of the leading digital press providers. Although the presses were capable of high-quality printing, relentless breakdowns and insufficient service meant Shuffled Ink could no longer rely on them to consistently produce. The company eventually reached a breaking point searching for a viable alternative and were weeks away from cutting its business in half, raising its order minimum to 1,000, outsourcing printing to its offset partners, and letting half of its staff go.

## All In with Versafire

Having previously demoed older generations of the Versafire, Shuffled Ink was skeptical the technology would work for its stringent requirements. After speaking with HEIDELBERG sales and running print trials on a new Versafire LP, Levin said, **"We were completely blown away. Excellent registration and flawless ink laydown. It was clear HEIDELBERG and Ricoh had drastically improved the technology between generations."**

Shortly after testing, Shuffled Ink installed its first Versafire LP earlier this year. The Versafire LP is HEIDELBERG's newest and most productive toner-based digital press to date with a capacity up to 2,600,000 letter pages per month. Before installing its new Versafire, Levin said his production department was often battling its older digital presses just to get them to run. The company had begun turning down work in fear of not being able to produce in a timely and cost-effective manner. Since installation, Shuffled Ink is now ahead of its production schedule, and its Versafire quickly outpaced the production of its two older presses combined.

In addition to reliable production, the Versafire's automatic inline registration control and color calibration mean absolute consistency during the print run. Each card deck produced by Shuffled Ink is finished using a highly specialized die-cutter, meaning that even a 0.5 mm deviation in registration can make the product unusable.

According to Levin, "Run after run, this machine holds the registration front to back, sheet to sheet, and job to job, which allows us to efficiently run our downstream processes."

The company then quickly decided to install a second Versafire LP only a few months after its first – further expanding its capacity and enabling future growth. "There's just a peace of mind having the Versafires on the production floor," said Levin. "Their consistency is helping us win new business. We've been treading water for quite some time, and we're now finally breathing a sigh of relief." He also noted that, along with the Versafire's advanced technology, the strong service dynamic between HEIDELBERG and Ricoh plays a crucial role in his company's success with the products. If any issues arise with the machines, the service technicians are highly efficient and effective in their repairs, ensuring smooth and uninterrupted production.

While Shuffled Ink does not operate its own in-house offset equipment, it exclusively outsources its longer runs (over 3,000 decks) to companies who run HEIDELBERG equipment. Levin respects the production expertise that HEIDELBERG brings to the table. He said, **"In my experience, HEIDELBERG isn't just focused on selling another product. They listen to our needs, educate us, and provide genuine value to our business."**

## About Shuffled Ink

Shuffled Ink (formerly QPC Games) is a family-owned and operated manufacturer of custom playing cards, card games, tarot, flash cards and packaging based out of Winter Garden, Florida. The team at Shuffled Ink is dedicated to providing first-class customer service, unparalleled product quality, low minimums, incredibly fast turnaround times and more. As a leader of the pack in custom playing cards and games manufacturing, Shuffled Ink is more than invested in producing top quality products. It's All In!

# TPM Graphics. Strengthens Partnership with Fifth Versafire Acquisition.



Arlington Heights, Illinois

TPM Graphics, a full-service commercial printer in Arlington Heights, IL, recently installed a new Versafire LV from HEIDELBERG. This latest addition complements a Versafire EP installed in 2021. Designed to manage substantial monthly print volumes, the Versafire LV allows TPM Graphics to optimize its workload as it increasingly shifts towards digital production. This installation marks the company's fifth Versafire purchase since 2013, underscoring its confidence in HEIDELBERG's digital solutions and its commitment to delivering high-quality printed products for its clients.



## Closing the Quality Gap

TPM Graphics, who specializes in printing for the healthcare and insurance industries, recently completed upgrading and expanding various parts of its "production arsenal." Started in 1985, the company began digital print production nearly fifteen years ago and installed its first HEIDELBERG digital press a few years later. Since then, TPM Graphics has regularly upgraded to the newest Versafire model at the end of each lease term, valuing the continuous technological advancements from HEIDELBERG as well as the reliable service and support it provides.

Its newest Versafire LV replaces an older model and allows the company to further enhance its digital production. Specializing in direct mail production, TPM Graphics manages a significant volume of variable data content. Now equipped with matching capabilities on both of its Versafire machines – like production of sheets up to 13 x 27.5 inches and 24 pt. in thickness – TPM Graphics can now efficiently schedule jobs across its equipment, which has helped the company significantly improve its turnaround times.

With faster run speeds and the ability to produce a monthly average of 140,000 A3 pages, the Versafire LV is well-suited for longer print runs while also effectively managing the growing volume of short-run projects the company handles. Notably, the company has observed a growing demand for unique QR codes that direct end users to personalized URLs.

"HEIDELBERG continues to close the quality gap between digital and offset printing with each generation of Versafire," said TPM Graphics President Paul Mongoven. The technological advancements and improvements in quality have led the company to transition more jobs from offset presses, with digital production now making up nearly 40% of its business, up from 30% just two years ago. With greater production flexibility, Mongoven noted that his "clients' budgets" now determine which printing process is used for their projects.

TPM Graphics utilizes Prinect to color manage both its HEIDELBERG Speedmaster presses and Versafire digital presses, ensuring consistent results when running jobs for the same customer across different printing technologies. "It's a valuable sales tool for us," said Mongoven. **"Clients can trust that their colors will match when a large job requires both offset and digital printing."**

The company employs a full range of HEIDELBERG solutions, including the SupraSetter CtP, POLAR cutters, a Stahlfolder, Prinect workflow, and Saphira® consumables. "We remain committed to our partnership with HEIDELBERG across all aspects, from color management to bindery," said Mongoven. "As we both evolve, we intend to continue growing with HEIDELBERG, especially their digital offerings, which allow us to deliver the high level of quality and speed that our clients demand."



**"HEIDELBERG continues to close the quality gap between digital and offset printing with each generation of Versafire."**

## About TPM Graphics.

Since its incorporation in Illinois in 1985, TPM Graphics has grown from a one-press shop into a full-service operation. The company prides itself on the relationships it has built over 39 years of service and dedication to its customers. A complete source for every business communications need, TPM Graphics has always been on the leading edge of technology – understanding that an investment in technology can actually save money by improving efficiencies.



# Viridiam. Strengthens Digital Offerings with 5-Color Versafire LV.



Viridiam, a full-service print provider in Green Bay, WI, recently purchased a five-color Versafire LV from HEIDELBERG to expand the company's digital print opportunities by offering customers spot colors and extended gamut printing. The new engine will also aid Viridiam in growing its digital print business that began five years ago with the installation of its first Versafire.

## A Proud, Woman-Owned Business

Viridiam began in 2015 with the merger of two companies: HC Miller and Van Lanen. Both businesses were fixtures in the Green Bay community with roots dating back to 1887. Today, Viridiam serves a nationwide client base and prides itself on developing comprehensive solutions while focusing on a "speed to market" business model. The G7 certified company boasts four divisions "all under one roof" including: commercial print, wide format, folding carton, and organizational products (medical charts, dividers, etc.). "By keeping everything in house, we can really economize a print buyer's spend," said President Nick Mares. "Additionally, we can save our customers a considerable amount of time by not having to deal with a variety of printers."

Despite such a wide array of solutions, Viridiam was lacking a true digital print offering. According to Mares, "We started examining what we wanted to offer the marketplace and realized what we had on the digital side was extremely lacking. We wanted to grow that business and to do that, we needed a better partner." In 2018, the company, which is equipped with two Speedmaster presses, installed a Versafire EV for more efficient and economical short runs.

While Viridiam initially turned to HEIDELBERG due to its existing relationship, Mares's team was also attracted to HEIDELBERG's "fair and equitable" price and service model and the machine's outstanding print quality. "When you tell people you're focused on speed to market, there's a misnomer that you sacrifice quality to get products out quickly," said Mares, "but we have worked hard for our G7 certification and 'hang our hat' on the quality of our work."

Most of the jobs Viridiam produces on its Versafire are short run book and commercial work, but about 20% are prototypes, where the company produces small batches of packages that will later be run on its offset presses. The quality and consistency of the Versafire is essential in these cases when prints between technologies will later be compared against each other. According to Mares, "We're very happy with what the Versafire produces. We consistently do match-ups between it and our Speedmasters where the color readings are within Delta E of < 2 of each other."



## Time for an Upgrade

Pleased with the quality and business growth it experienced with the EV, Viridiam decided to replace it with HEIDELBERG's latest model, the Versafire LV, at the end of its lease term. The new five-color Versafire will be an upgrade in capabilities and gives Viridiam the flexibility to print with a variety of spot colors including white, clear, neons, and metallics. "We want to stay up to date with technology and look to future possibilities," said Mares. "We don't want our customers coming to us with an idea that we can't execute."

The Versafire LV is also a step up from the company's previous model regarding stock size and variety. With the new LV, Viridiam will be able to print up to 24 pt. board in addition to longer sheets and a variety of synthetic materials. According to Mares, "On the digital side, we're gaining capabilities we didn't have before regarding stock caliper, sheet size, and run speeds. This is really going to help with our scheduling between offset and digital and further expedite our busy schedule."

Run by its creative team, Viridiam's Versafire is already set up for maximum efficiency. Thanks to the machine's ease of use, the creative team can easily impose and RIP files to the Versafire and keep the feeders loaded with materials – enabling the prepress operators and press crews to focus on offset and wide format production. Viridiam's team can easily access HEIDELBERG's dedicated Digital Application Specialists via the Technical Helpdesk if an issue or question does arise.

Installed in March of 2024, Mares said purchasing Viridiam's newest Versafire, "was kind of a 'no brainer' – staying with the technology and quality that HEIDELBERG offers and what we want to offer the market." When compared to other digital options in the market, he added, "HEIDELBERG isn't out there just 'rubber stamping' their offerings to their customers. They know how to listen and how to fine tune their portfolio of products based on the specific needs of each printer versus just thinking that every printer is the same."

## About Viridiam

Viridiam is the result of the marriage of two storied Wisconsin print specialty companies. HC Miller and Van Lanen Printing have nearly 200 combined years of print expertise and excellence. The companies merged in 2015, combining all printing and packaging capabilities under one company: Viridiam. The company is proud to be a woman-owned, 'Made-in-America' and 'Proudly Manufactured in Wisconsin' business full of rich history. Viridiam has a long history of success in producing high quality finished products, all of which are offered under one roof. This allows full transparency and oversight into the inputs, processes, quality, timelines, and final products.

# Xpress Printing. Expands Digital Capabilities with Two Versafires.



Columbus, Georgia

XPress Printing & Design, a family-owned commercial printer in Columbus, GA, installed a Versafire EP and Versafire EV from HEIDELBERG to keep up with the company's exponential growth over the past eight years. The two digital presses, thanks to their speed and accuracy, are producing high-quality, reliable long run and niche five color jobs for XPress Printing's customers.



"The Versafire's efficiency allows us, as owners, the time to pursue new customers and provide a better experience for our current customers."

## "Night and Day"

After years of sustained growth, XPress Printing "still provides small shop service," said Josh Rovig, Director of Sales & Production, "but also has the capacity to produce 'big time' projects for clients." No longer a "mom and pop shop," XPress Printing needed more reliable digital solutions that would help drive growth. The company, prior to the Fall 2022 installation of the Versafire EP and EV, was equipped with two digital presses of competitive technology and struggled with registration and color consistency. "Each job would require extensive sheet-to-sheet alignment corrections, which made it difficult for our finishing department to cut and fold accurately," said Rovig. With the Versafire's automatic inline camera technology, the front-to-back and sheet-to-sheet registration for the variety of stocks XPress Printing uses every day stays consistent – even on long runs.

"The quality of the Versafires compared to our previous machines is night and day," said Rovig.

Thanks to the improved alignment and excellent print quality, the company now has the confidence to keep some digital jobs in house that it previously would have outsourced. "The accuracy of printing duplexed oversized sheets has been extremely helpful," said Rovig. "Now we own the timeline and can turn over projects quickly to meet our customers' deadlines." Additionally, with the reliability of the Versafire's high-capacity stacker, the company can let long jobs run with less operator interference and has moved several of its offset jobs onto the Versafire EP. XPress Printing also uses the machine to run a variety of different stock types – from 18 pt. cardstock for die-cut boxes to laminated stocks for runner bibs and synthetic paper for reusable menus – without experiencing any jams. "The Versafire's efficiency allows us, as owners, the time to pursue new customers and provide a better experience for our current customers," said Rovig.

## Competitive Advantage

The opportunity for continued growth is why XPress Printing also purchased the Versafire EV, which prints with a fifth color toner – either white or clear (gold, silver, neon pink, neon yellow, and invisible red are also available).

"With the EV, we can provide unique and creative projects for our customers," said Rovig, "which gives us a competitive advantage by offering something our competitors don't." Since installation, the company has used its extended digital gamut to produce name badges for a designer event, book covers, personalized invitations on colored stocks, as well as watermarks for security on gift vouchers.

With a history of purchasing offset presses from HEIDELBERG, XPress Printing had an expectation for the quality the Versafires would produce. According to Rovig, "I knew that as a company, we could not afford to be wrong with these investments. We were eyeing other machines, but we knew HEIDELBERG's proven platform equipped with the newest technology was the right choice." XPress Printing ultimately made the decision to purchase both the EV and EP after seeing a demonstration at HEIDELBERG's Print Media Training & Performance Center in Kennesaw, GA. "We were able to view and bring sample print files to see the machines in action," said Rovig. Additionally, when a customer ordered a new job mere days before the EV was installed, the team in Kennesaw hosted the company's digital operator and showed him how to run the machine with a live job. "This type of effort really reassured us that we made the best decision," said Rovig. "HEIDELBERG has really helped put our company in a position to grow and adapt as the industry changes."

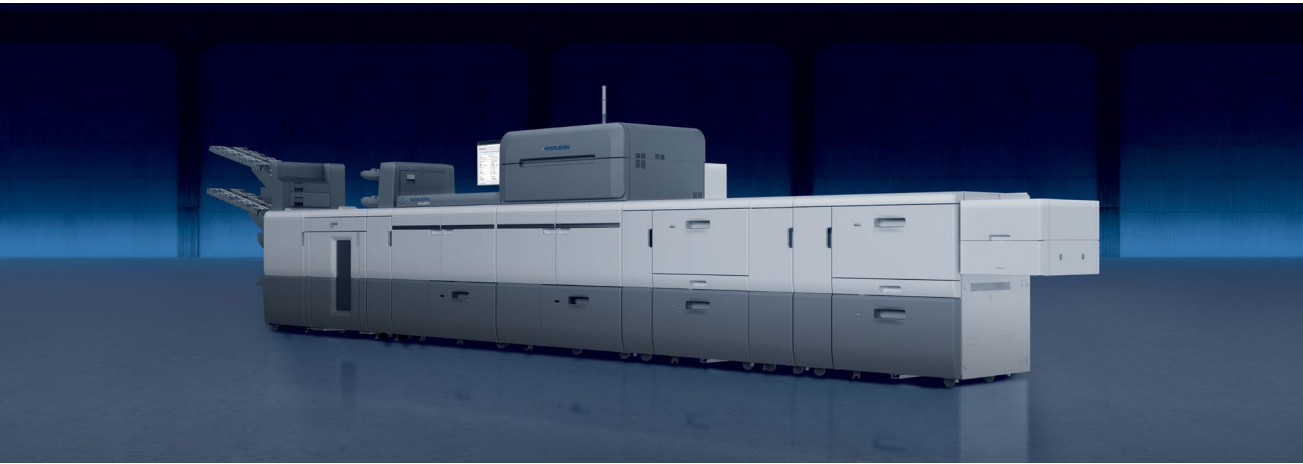
## About XPress Printing & Design

XPress Printing and Design is a printing and copying service provider conveniently located in the Midtown area of Columbus, GA. Providing printing services for both big businesses and small families, the company brings big ideas to the world through graphic design and printing with the latest digital print technology while still being able to provide old-time craftsmanship. The company's commitment to having the latest technology, most versatile equipment, and a highly skilled staff means optimal results and most importantly, customer satisfaction.



# Technical data.

## Versafire LP.



Features	Versafire LP
Engine	2,400 × 4,800 dpi Wax-based PxP™ toner Automatic inline registration and calibration and color control Auto Color Diagnosis Unit – optional New Fusing unit for matt and gloss output Vacuum suction feeder Media identification unit Consistently high production speed with thin, thick or structured media (mixed media production) Enhanced toner transfer system for structured media (AC/DC) 21.5-inch touchscreen Capacity of up to 18,100 sheets
Controller	Prinect Versafire DFE – LP / LP S or EFI Fiery N-70(A)
Media format min. width×length	100 × 140 mm simplex (3.94 × 5.51 in), 140 × 200 mm duplex (5.51 × 7.87 in)
Media format max. width×length	330 × 487 mm (12.99 × 19.17 in), duplex large capacity tray (max. 470 gsm) 330 × 960 mm (12.99 × 27.55 in), duplex large capacity tray (max. 300 gsm) 330 × 1030 mm (12.99 × 40.55 in), duplex with bypass tray (max. 216 gsm) 330 × 1,260 mm (12.99 × 49.61 in), simplex with bypass tray (max. 216 gsm)
Printing speed	4,500 A3 sheets/hour or 135 A4 pages/minute (simplex) optional 3,720 A3 sheets/hour or 115 A4 pages/minute (simplex)
Print material*	Plain paper, coated paper (gloss and matte), recycled paper, pre-printed offset, letterhead, pre-punched, tab stock, OHP (transparency), translucent paper, envelope, textured paper, metallized, synthetic, water-resistant, magnetic or label (adhesive) substrates, NCR (carbon copy)
Grammage	40–470 gsm (duplex)
Average monthly print volume	Up to 500,000 A3 sheets/month (simplex)
Weight	Max. 1,100 kg (engine)
Dimensions (W × D × H)	2,520 × 990 × 1,870 mm (99.21 × 38.98 × 73.62 in)
Power consumption	< 9,000 watts
Options	Up to 3 large-capacity trays, cover interposer, multi-folding unit, perfect binder, ring binder, booklet finisher and trimmer, high-capacity stacker

\*Not all media approved – please refer to the latest media qualification list

# Technical data.

## Versafire LV.



Features	Versafire LV
Engine	2,400 × 4,800 dpi CMYK + optional white, varnish, neon yellow, neon pink, invisible red, gold, silver Wax-based PxP™ toner Automatic inline registration and calibration Vacuum suction feeder (optional) Media identification unit Consistently high production speed with thin, thick or structured media (mixed media production) Enhanced toner transfer system for structured media (AC/DC) 21.5-inch touchscreen Capacity of up to 16,200 sheets
Controller	Prinect Versafire DFE – LV / LV S or EFI Fiery N-50(A) / N-70(A)
Media format min. width×length	100 × 140 mm simplex (3.94 × 5.51 in), 140 × 200 mm duplex (5.51 × 7.87 in)
Media format max. width×length	330 × 487 mm (12.99 × 19.17 in), duplex large capacity tray (max. 470 gsm) 330 × 960 mm (12.99 × 27.55 in), duplex large capacity tray (max. 300 gsm) 330 × 1030 mm (12.99 × 40.55 in), duplex with bypass tray (max. 216 gsm) 330 × 1,260 mm (12.99 × 49.61 in), simplex with bypass tray (max. 216 gsm)
Printing speed (independent of material thickness)	3,180 A3 sheets/hour or 95 A4 pages/minute (simplex) optional 2,940 A3 sheets/hour or 85 A4 pages/minute (simplex)
Print material*	Plain paper, coated paper (gloss and matte), recycled paper, pre-printed offset, letterhead, pre-punched, tab stock, OHP (transparency), translucent paper, envelope, textured paper, metallized, synthetic, water-resistant, magnetic or label (adhesive) substrates, NCR (carbon copy)
Grammage	40–470 gsm (duplex)
Average monthly print volume	Up to 140,000 A3 sheets/month (simplex)
Weight	Max. 600 kg (engine)
Dimensions (W × D × H)	1,320 × 910 × 1,218 mm (51.97 × 35.83 × 47.95 in)
Power consumption	< 5,000 watts
Options	Up to 3 large-capacity trays, cover interposer, multi-folding unit, perfect binder, ring binder, booklet finisher and trimmer, high-capacity stacker

\*Not all media approved – please refer to the latest media qualification list

# Simply perfectly prepared. Prinect PDF Toolbox.

The Prinect PDF Toolbox significantly simplifies your daily work with PDFs from a wide variety of sources. Optimize your production process with a variety of powerful tools to edit PDF files effortlessly.

**PDF Assistant PLUS Suite**

A kit with extensive tools, tailored to the specific requirements of digital printing.

**PDF Assistant**

Powerful tools for checking and correcting PDF documents for error-free print production with preflight, PDF VT control, page assembly, definition of page geometry and register as well as PDF comparison function.

**Coating Editor**

Automatic creation of special color layers in PDF documents.

**Object Editor**

Display and processing of objects or objects parameters in PDF documents.

**Document Assembly**

Offline compilation of PDFs into complete jobs including media and register adjustments.


**Page Assembly & Barcode & VDP Editor**

Creation of variable identification and production barcodes (EAC/UPC/Data Matrix) directly in the PDF document as well as creation of simple variable PDF/VT documents.

[→ heidelberg.com/en/prinect-pdf-toolbox](https://heidelberg.com/en/prinect-pdf-toolbox)



**PDF/VT creation**  
Professional tool for personalized content



**Color management**  
Cross-media help with color check and optimization



**PDF boxes and sizes**  
Security during the assembly and output of PDF print sheets

# Technical data. Prinect Digital Frontend.

Intelligent automation makes working easy and intuitive. That’s why we developed the Prinect Digital Frontend for Versafire – as a smart control center for short production times, quick job changes and personalization.

**Key features at a glance**

- Flexible and intuitive user interface
  - WYSIWYG imposition standard and variable data printing
  - Automatic creation of ICC profiles
  - Flexible insert-function of preprinted sheets for mixed media production
  - Automatic PDF pre-flighting
  - PDF/JDF-based controller for Versafire
- Standalone or integrated into Prinect Production Manager
  - Configuration of inline finishing equipment
  - MIS and web-to-print connectivity
  - Spot color matching functionality (1 A4 sheet for all spot colors)
  - Third party connectivity via JDF or hotfolder option (DPM)
  - Very flexible Insert Functionality

[→ heidelberg.com/en/prinect-digital-frontend](https://heidelberg.com/en/prinect-digital-frontend)

Technical data	Prinect Digital Frontend for Versafire LV and Versafire LP
DfE hardware LV	Windows 10 Pro Enterprise LTSC Intel® Core™ i7-8700 Processor 3.2 GHz with 4.6 GHz Turbo and 64 GB RAM SSD: 1 x 512 GB HDD: 1 x 1 TB
DfE hardware LV S and LP S	Windows10 Pro Enterprise LTSC Xeon 4214 (Silver) 2.2 GHz with 3.2 GHz Turbo and 96 GB RAM SSD: 1 x 512 GB HDD: 2 x 2TB
Video LV and LP Video LV S and LP S	2x Display Port, 1 x DVI 1x HDMI Port, 1 x DVI
Standard features	Job-based processing, PS or PDF preflighting, manual page sorting (page list), visual imposition based on PDF trim box, Prinect renderer, Adobe Print Engine spot color matching with spectrophotometer, hotfolder functionality, InRip trapping, job export and import, thin elements/font optimization
Integration	Prinect Integration System, Prinect Prepress Manager, Prinect WebShop, Prinect Business Manager (MIS)
Options/upgrades	<b>Prinect Production Manager</b> incl. automatic version upgrades, automatic page positioning (APP) for page lists, and many other features. <b>Prinect PDF Toolbox – PDF Assistant Plus</b> with Coating Editor, Object Editor, Barcode and VDP Editor, Geometry Control, Separation Control, Document-Monatage; <b>Color Editor</b> incl. Spotcolor Editor; <b>Trap Editor</b> for interactive PDF trapping. <b>Prinect Color Toolbox</b> for ICC generation, <b>Digital Print Manager</b> (DPM) for control of multiple Versafire or other digital presses
Postpress integration	Automatic presetting of POLAR cutter
Variable data printing	PDF-VT, PPML; optional Prinect PDF Toolbox – PDF Assistant Plus incl. Barcode, VDP Editor and Page Assembly
User interface	3 x Prinect Digital Cockpits, WYSIWYG, interactive imposing with live preview
Print job control	Digital Print Terminal in Prinect Cockpit and Versafire touch panel
Color management	ICC profile-based color management, visual ICC profile and color correction, automatic inline calibration support; 30 Pantone color tables, 4 HKS color tables, unlimited number of user-specific colors, spectrometric and visual color matching of spot colors, automatic ICC-Profile generation*
Supported file formats	PS, PDF, TIFF, JPG
Miscellaneous	Full remote support via WebEx, automatic remote upgrade via Prinect Maintenance Center, IP4 and IP6 support
Dimensions (W x H x D)	193 x 424 x 525 mm (7.6 x 16.7 x 20.7 in)

\* Additional equipment required: Konica-Minolta FD-9, XRite i1 iSis 2 XL



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