

Océ | Yurchak Printing

Case Study



Océ Helps Yurchak Printing Deliver Unique Services

Hard-to-Handle Lightweight Stock Is Specialty

From the rolling hills near Pennsylvania Amish country, Yurchak Printing continues the region's tradition of quality craftsmanship, with a decidedly contemporary and fast-paced spin.

Volumes have dramatically increased since 1998, when John Yurchak Jr. founded Yurchak Printing Inc. (YPI). In 2004, annual print totals reached nearly 323 million paid impressions. To maintain steady growth, YPI has relied on state-of-the-art digital printing technology to deliver quality products in as short a time as possible. From the beginning, Yurchak's choice has been Océ digital printing systems, starting with several different Océ DemandStream® models and the recent addition of an Océ VarioStream® 7550 Twin. Yurchak also selected Océ PRISMAproduction™ software for its pre-press and print management capabilities along with its ability to run a variety of PDL applications.

Yurchak Is Heavyweight in Printing on Lightweight Stock

Yurchak has made a specialty of printing on thin substrates, and it is one of the few companies in the world adept at printing digitally on 1,000-pages-per-inch stock. This paper is popular with publishers of high-page-count technical books, legal journals, scientific manuals, yellow pages and other applications. Parts lists, instruction manuals and directories are also prime targets for the lightweight paper.

“Continuous form printing was the only choice for hard-to-manage lightweight paper applications; cut sheet printers couldn't handle those applications. For continuous form printing on lightweight paper, Océ was the unquestionable choice,” said Yurchak Vice President of Operations, Bruce Jackson. “The Océ printers are a perfect match for our Hunkeler pre and post equipment. The configuration of Océ and Hunkeler gives us state-of-the-art workflow for lightweight paper without sacrificing speed. In fact, we couldn't handle these applications until we got the Océ and Hunkeler combination.”

Use of lightweight media results in significant cost savings for Yurchak customers. For example, a directory run on 50 lb. paper will have 516 pages per inch, while the same job run on 30 lb. paper will have 1000 pages per inch. The directory run on lightweight paper will be about half as thick, so more pages can be added to loose leaf binders without taking up more shelf space. Customers can get more material into one binder and reduce spending for covers and cases, too.

Printing with lightweight paper on the Océ printers also results in significant postage savings. Many YPI clients are international companies. For these customers, Yurchak ships manuals, books, directories and other jobs globally, and the lower the weight, the lower the postage costs.



Yurchak Printing

Océ Printer Known for Blazing Speed

“Turnaround time for certain types of jobs used to be longer, but now clients are demanding tighter deadlines,” said Jackson. “Also, in the publishing marketplace, certain segments have common cycles, and you have to be ready. For example, all the university press customers will demand your time simultaneously, because they have to stock bookstores for the coming school year. As we grow in each market, demand goes up for our print services, and we have to keep up with our customers’ need for quick turnarounds.

“The most important attraction of the Océ equipment is its blazing speed, which helps turn jobs faster and keeps equipment constantly at maximum capacity without any trade off in quality. This is a big, unique differentiator for us. None of our competitors can do all this work internally in 10 to 15 days. We can do more work, thanks to the Océ systems, and we can split applications between our three Océ digital printers, thanks to Océ PRISMA workflow software,” he said.

Short run doesn’t necessarily mean low volumes; processing over 11,000 jobs in one year is typical for Yurchak Printing. An average order size is 350 copies, but jobs can range from 25 to 500 copies. The high-volume Océ VarioStream allows Yurchak to be just as competitive for long runs, while maintaining economy on small runs. “The flexibility of our printing operation means more work can be kept in-house, which enables us to maintain better control and quality without outsourcing any revenue,” Jackson noted.

Keeping Up With a Changing Market

End users of hardcopy reference material include colleges and universities, accounting firms, attorneys, and the medical field. For years, book publishers have printed large volumes of material that would then sit in warehouses and lose value. Publishers want to print smaller quantities on demand to eliminate costly storage and waste problems, but the solution must be more economical than offset printing to be a worthwhile alternative. CD distribution and Internet access have further changed the dynamics of the reference industry, forcing publishers to seek more economical alternatives to hardcopy inventory or else find ways to produce hardcopy more efficiently.

“There is a niche market for quantities in the range of 100 to 1,000 copies with 10 to 15 day turnarounds. People also want loose leaf format for reference books, as well as hard bound and perfect bound books,” Jackson said. A flexible yet powerful workflow is key to quick delivery for a variety of jobs, and Océ PRISMA production enables this. It supports a broad range of data streams without requiring workflow modifications. Jobs can be managed and directed from one or more convenient control points.

Océ VarioStream digital printing maximizes workflow productivity for the wide variety of jobs Yurchak encounters. For example, the 19” wide paper path allows printing of two 8.5”x11” pages for two books at one time, or even three 6”x9” books across. The ability of Océ to integrate into Yurchak’s inline publishing workflow eliminates the need for offline trimming. “We output collated copies off the back end ready for bindery, and this has greatly increased productivity,” Jackson said.

Quality Without Compromise

Having the best print quality is critical for Yurchak customers, and this is consistently achieved via the Océ VarioStream’s optional EPQ and Dual Graphics features. EPQ, Enhanced Print Quality, enables very fine imaging, while the Dual Graphics mode allows users to customize output quality for specific jobs.

“Offset printed books have a very fine line screen for images like portraits and line screens, and the Océ technology matches that with its output quality. For example, a medical reference book might need to show a detailed monitor reading. Charts and graphs are important visuals in scientific references, while in math books, clear images are needed for formulas. The Océ VarioStream quality is so much better than the older print technology we had before,” said Jackson. “When the VarioStream lays down toner, the print is much crisper and sharper.”

Océ hardware and software solutions have enabled Yurchak to create an exceptional business in the highly competitive world of digital publishing.



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