

HERDT-Verlag, Germany



A showcase for state-of-the-art technology

To produce its textbooks, Herdt-Verlag für Bildungsmedien GmbH commissioned Europe's first HP T200 Inkjet Web Press in summer 2011. For the long-standing Hunkeler customer, upgrading its high-performance system with the modern pre and post technology of the POPP6 generation was the next logical step to take.

Since its foundation in the year 1990, Herdt-Verlag für Bildungsmedien GmbH has become the largest provider of teaching and learning materials in the IT segment. The company invested several million Euro in new technology last summer, replacing a production system – some parts of which were more than ten years old – with a modern inline printing and processing system. Measured by the yearly turnover achieved, this is an above-average investment, but, according to Managing Director Johannes Leßmann, an indispensable step for the company to maintain its ground in the educational media market.

About 200 new releases and a total volume of over one million printed textbooks on more than 500 topics per year – these per-



We have repeatedly opted for Hunkeler on the basis of a purely rational evaluation: Johannes Leßmann shown here in between Thomas Berschet (left) and Alexander Ellmann.

formance figures underline the ambition of the publishing house employing 100 staff to be, through its own branch establishments and

two sales offices in Austria and Switzerland, at the very top of the rankings within the German-speaking world.

The need for reliability

With its new production system, Herdt publishing house can also justifiably claim to act as the showcase for a technology which is still unique in Europe. Since July last year, the teaching materials were printed using an HP T200 Inkjet Web Press. Hunkeler technology of the POPP6 generation ensures a consistent inline production process from the roll to the book block, with production reaching speeds between 61 (color) and 122 meters (black & white) per minute. Stability and reliability is called for: depending on the season, work is organized into three shifts, the plants being operated 18 hours a day during peak times. The increase in productivity is remarkable: the new production system has replaced a black-and-

HERDT-Verlag, Bodenheim (Germany)



During peak times, the Hunkeler technology of the HP T200 Inkjet Web Press delivers paper 18 hours a day, with production reaching speeds between 61 and 122 meters per minute.



A key component in the POPP6 line is the web merger WM6. Following the slitter section, the two paper webs are precisely superimposed before they enter the CS6 cross cutter.

white continuous printing system and three cut sheet printers. According to Johannes Leßmann, the net output has doubled as a result.

High-precision 2-up production

The production web width is generally 420 mm. Following the printing process, a slitter cuts the printed web into two ribbons which in turn are precisely superimposed in a WM6 web merger. This is followed by the cross cutting section onto the finished book block format DIN A4 in the cutting module CS6. The book blocks are dynamically stacked by the LS6 stacker which starts a new stack for every job. The lateral displacement of the book blocks in the offset module SE6 prior to stacking makes work easy in the subsequent near-line perfect binding process.

The Hunkeler modules distinguished with the 'huncolor-ready' quality label meet the strictest requirements in digital full color printing. They guarantee a précis and gentle process right down to the finished book block.

Only white paper in stock

For the Herdt publishing house, the now production line has meant the beginning of full-color printing. Whereas the old internal production process was restricted to spot colors or else orders had to be passed on to partner printing houses, both production and quality assurance now remain in-house across the entire production chain. As the Head of the Publishing Service Division Thomas Berschet confirms, the company's decision to continue to produce its

own materials was not at all an obvious step to take. However, an evaluation of the alternatives quickly led to the conclusion that producing one's own titles was the only viable way forward. "The process know-how across the entire value-added chain is not divisible. From the development of the contents of our teaching materials to the dispatch we want to be in charge of everything ourselves. That means we are quick and have the certainty that we offer top quality across all our services", says Thomas Berschet.

Continuing with the in-house production process was also the right option in that the Herdt publishing house consistently produces "on demand" and does therefore not store any finished products. "The only thing we have in stock is white paper. A few seconds after receipt of an order, the data is in the queue, ready for production", Head of Print and Logistics Alexander Ellmann says.

Reliable partners as a backup

For Herdt-Verlag für Bildungsmedien GmbH, Hunkeler is no newcomer. Already the predecessor system used pre and post technology from Switzerland, incorporating modules of the POPP4 generation which were in permanent use.

According to Johannes Leßmann, Hunkeler awarded the contract again for this latest project as a result of a purely rational evaluation process. "Our decision was based on productivity considerations. That does not concern technology alone, but service is equally rele-

vant. We know from experience that Hunkeler offers high-quality services. Apart from the stability of the production systems, we appreciate the quick reaction times when, for whatever reason, urgent help is needed. We do not have any backup as such. This means that we are all the more dependent on reliable partners."



The Herdt publishing house provides services developed in house within a clearly defined area of competence. Out of the 100 staff, 25 jobs are reserved for creating the content. The people entrusted with these tasks invariably have a strong background in IT, education, methodology, pedagogy and journalism. In addition to the permanent positions approximately 1,000 freelancers or part-time specialists work for Herdt. Graphics and layout are created together with the agencies.

Apart from the standard works for Office programs, databank systems, network technologies and the latest design application programs, Herdt publishing house also develops customized media in very small numbers for elementary schools, vocational training schools, for education and vocational training courses in private companies, adult education centers and for administrative bodies.