

Cordoba Printing and Binding Ltd., Holon (Israel)



Large diversity in book production

Cordoba Printing and Binding Ltd. shifts the book production from offset to digital. The company has invested in a Kodak Prosper inkjet web press and a modular book solution from Hunkeler. The book solution transforms 30-inch wide webs to book blocks for softcover and hardcover production. An interesting application comes with the so-called Budget Binding. This opens up opportunities for business development.

Cordoba Printing and Binding Ltd. (Cordoba) was founded in 1965 as a bookbindery and is still the largest trade bindery in Israel. The company has its headquarters in Holon near Tel Aviv. Today, Gaby Duer, son of the founder, acts as the General Manager.

Up to one year, Cordoba printed the books primarily on sheet fed offset presses. In last spring, book production was partly switched to digital technology. In a first step, Cordoba invested in an inkjet printing system. A significant percentage of the books Cordoba produces are 8.3 x 5.3 inches, and the size fits 3-up on the Kodak Prosper 1000 web width of 25.5 inches. This, combined with its more than 650 feet per minute (200 meters per minute) running speed, gave Gaby Duer significantly more throughput than he could get using a 20 inch web. The increased



Gaby Duer, General Manager and owner of Cordoba Printing and Binding Ltd. «The Budget Binding on the Hunkeler book solution opens up new opportunities to develop our business.»

throughput was the ultimate factor to decide in favor of the Prosper 1000. Another benefit of the analysis was Gabys decision to reduce the number of book size he offers, further improving productivity by taking more variability out of the system.

Access to new customer segments

Shortly after the Prosper 1000 had been installed, Cordoba purchased a modular book solution from Hunkeler. Gaby Duer examined the system during Hunkeler Innovationdays 2015 in Lucerne. The possibility to produce softcover and hardcover books persuaded him. According to Gaby Duer, especially religious books in Israel are produced in hardcover with sewn signatures. «The Hunkeler line will allow us to dramatically expand our ability to grow our footprint in the hardcover market», he explains. Of course, when making an

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At Cordoba the inkjet press and the book solution currently operate in nearline mode. However, the equipment can be connected together in due time for inline production.

investment of this nature, it is one thing to change the way in which way current business is produced. But it is always important to look at the opportunities for new business development. Once Gaby Duer had made the decision, he started noticing a lot more printed items around him that could be produced on the new equipment. For example, Gaby Duer purchased a couple of pieces of large equipment from well-known brands. The instruction manuals were copied onto A4 paper using what appeared to be an office copier and stapled in the top corner with an office stapler. This wasn't a good representation of the brand, and Gaby Duer knew he could offer something better and at a lower cost. He has begun demonstrating what Hunkeler calls its Budget Binding; with the ability to glue bind documents of any size. «It is early days yet, but I am getting good response to the concept», Gaby Duer says. He believes that Budget Binding will be an area of business growth for his company. This is something he would not have been able to offer without the Hunkeler book solution.

Perfect complement to the Prosper 1000

At Cordoba the inkjet press and the Hunkeler book solution currently operate in nearline mode. The Prosper 1000 runs from roll to roll being equipped with an Unwinding Module UW6 and a Rewinding Module RW6 from Hunkeler. However, Gaby Duer wants to

retain the possibility, to connect the book solution to the press for inline production. The Hunkeler book solution consists of an Unwinding module UW6, a Double Plow Folder PF7 and a Highspeed Cutting Module CS6-HS. A Dual Star Wheel Delivery SD7 guarantees the output of high quality book blocks even at peak production speeds. The book solution handles web widths up to 30 inches (760 millimeters) at top speeds of up to 650 feet per minute (200 meters per minute). Thanks to these performances the Hunkeler book line is the perfect complement to the inkjet press from Kodak. The entire Hunkeler production line can be adjusted automatically to variable book block lengths. This ensures fast changeovers and high economic efficiency when it comes to format variable short run book production.

The benefit for publishers

The investment in digital production technology was Cordobas answer to changing markets. In Israel print runs in book production had been decreasing since 2014. One reason was a new Law for the Protection of Literature and Authors. The law prevents books from being sold at a discount price for the first 18 months after publication.

Gaby Duer turned the circumstances to his own advantage. He pushed the trend towards smaller print runs proactively by getting publishers understand, why they should order just the amount of books they actually

could sell to the market. The publishers were saving costs; they reduced stocks and had less capital tied up. Today at Cordoba, publishers can order 50 copies of one book, 100 from the second and 450 copies from the third title. «We deliver the jobs the next day, sometimes even the same day. Our customers can minimize sales losses almost to zero by increasing their revenue», confirms Gaby Duer.

Important step to the future

Gaby Duer is convinced, that with his business model he is right on course. During the installation process, Cordoba Printing and Binding had already planned all of the initial work and the production line was going to be quite busy during the first few weeks. Cordoba will continue to use the offset presses. However, the step into digital production was crucial for the future development of the company. «If we hadn't decided to go digital, our future would be uncertain» says Gaby Duer. Now he can hardly wait to get into his office each day to work on the growth opportunities he and his company have before them.

By Cary Sherburne

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