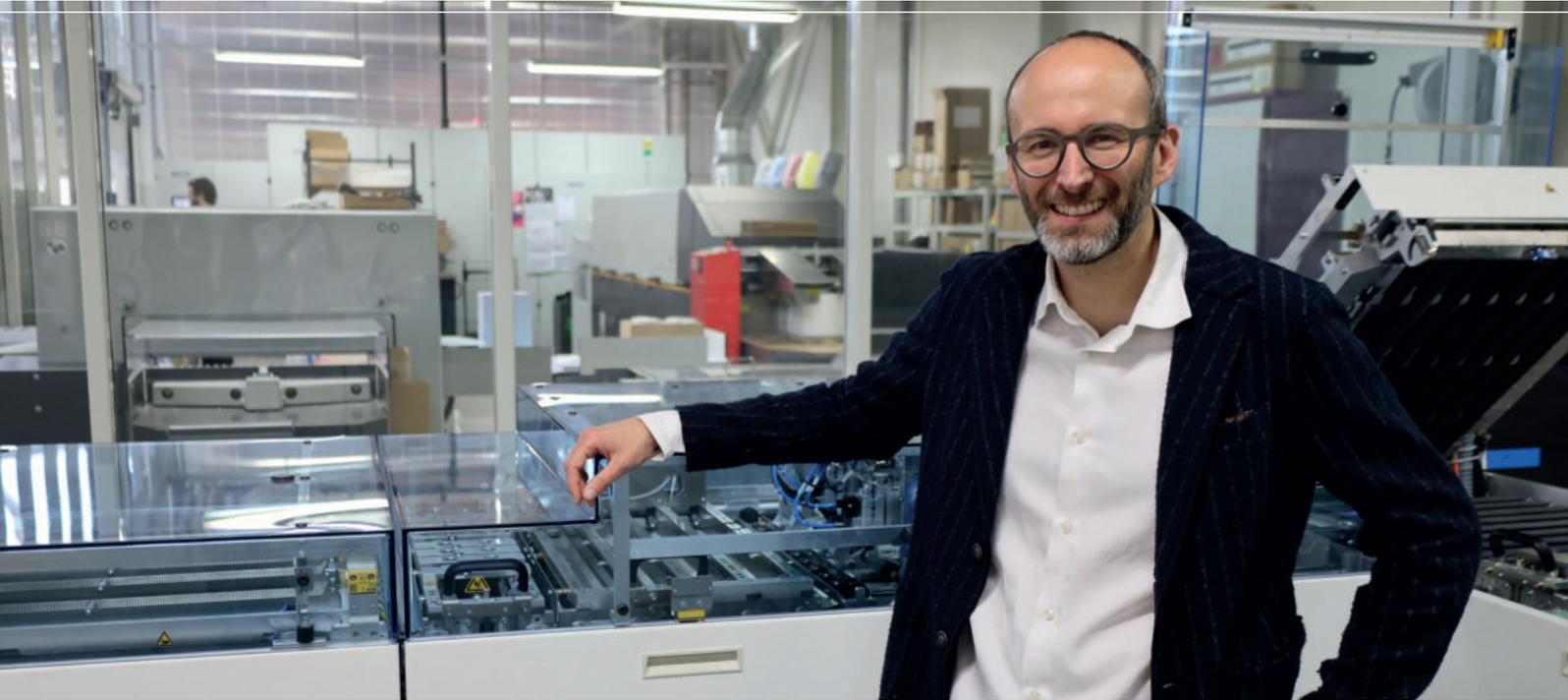


## Jordi AG, Belp (CH)



### Jordi AG eliminates bottleneck in print finishing

**Greater efficiency in customized print production: The well-established Jordi AG printing company from Belp in the Swiss canton of Bern has procured a dedicated mailing production solution from Hunkeler AG. With its cutting, perforating, and separate stacking functionality, the inline DocuTrim system turns finishing from an obstacle into a smooth finale of the printing process. It has enabled the family-owned company, which has been known for excellent prints since 1897, to significantly increase sheet processing efficiency.**

The company's outstanding print work is now produced by the Jordi family's fifth generation: Gabriel Jordi and his three brothers inherited their passion for ink crafts from their great-great-grandparents Friedrich and Maria Jordi – along with a feeling for sensible progress to secure the future of the company, which has now been in business for 125 years and employs almost 100 people. Gabriel Jordi outlines Jordi AG's portfolio as follows: "We have four departments: high-quality marketing print products with all kinds of finishes, magazines, mailings, and our 'Printzessin.ch'

online print shop, which complements and supports us with a separate brand." The customers? Gabriel Jordi explains: "We work for agencies, cultural organizations, associations, publishers, small and medium-sized enterprises, and non-profit organizations in about equal measure. In brief: for everyone who believes in print – and rediscovers its impact with us."

The effect of print products unfolds and multiplies through customization, which is one of Jordi AG's specialties. Gabriel Jordi elaborates: "Our own lettershop

and customization applications for print products push and complement the mailing sector, and enables us to combine media as desired, for example, to increase the effectiveness of a campaign." Runs sizes between 300 and 100,000 are processed routinely and quickly, including enveloping, foiling, and posting. Quick finishing obviously is a key factor of efficiency, especially in processing sophisticated mailing products. While the digital printing process at Jordi AG had met the highest requirements in terms of both quality and speed for a while, post-processing involving

perforation, cutting, separation, and stacking used to be a bottleneck of the overall process. This caused not just longer delivery lead times in the company's own lettershop, but was also a noticeable cost factor: Manual conversion and processing operations divided into individual steps prevented this part of the production process from making the desired contribution to the operating results.

But Jordi AG did not just want any solution approach that would eliminate this bottleneck in the production process. "Our development

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Inline DocuTrim system at the company Jordi AG in Belp (CH).



Increased efficiency combined with stability by combining multiple steps.

and production expertise for print products is an important feature for our customers. Our passion for the print craft is a key component of this", says Gabriel Jordi and explains what his company expects from a finishing solution: "We needed a system with an extremely stable functionality that would ensure a stable production process combining multiple steps." It was no coincidence that Jordi AG came into contact with Hunkeler AG while searching for a suitable solution. "We are experiencing a collaboration that takes into account our requirements based on solution-oriented discussions", Gabriel Jordi describes his experience: "Hunkeler's problem-solving competence is a key factor for us."

Thus, relying on a Hunkeler DocuTrim system to significantly increase efficiency in the finishing process for mailings was an obvious choice for Jordi AG. DocuTrim plays to its strengths in all the mailing production steps downstream of the actual printing process. The universal digital sheet processing system handles large volumes of sheet formats up to 520 x 520 mm – both online and offline. In doing so, the DocuTrim combines all required steps such as edge trimming, cross and longitudinal cutting, perforation, and stacking. In addition to gentle sheet transport using vacuum technology, the

proven Hunkeler cutting and perforation tools of the Dynamic Multi Processor (DMP) are another convincing feature. The modular system enables individual conversion and expansion of the finishing process at any time. With its short setup times and correspondingly high availability, the DocuTrim system is capable of processing up to 11,500 sheets per hour with paper weights between 60 and 250 g/m<sup>2</sup>. But apart from the technical data, there were other aspects that convinced Jordi AG of the Hunkeler solution: "Hunkeler's quality and experience in the finishing sector is attractive to us. As a Swiss manufacturer, we also appreciate the proximity."

Once the decision in favor of the DocuTrim system had been taken, Hunkeler AG lived up to its reputation: "The project was neatly launched, coordinated with us, and implemented step by step," Gabriel Jordi summarizes: "The communication among project managers was vital for the success of the project. Our employees were instructed and trained." The integration of the finishing line with an inkjet printing system now enables Jordi AG to print, cut, and perforate two-sided customized products in SRA3 format. Gabriel Jordi explains: "This is the perfect inline application for payment slips, vouchers, and coupons".

From Jordi AG's point of view, the outcome confirmed that putting their trust in Hunkeler AG was the right decision: "We now produce customized prints, cut and perforate mailings in a single pass at a high quality level. It's a great combination of increased efficiency and stability."

And that provides added value to Jordi AG's customers: "Customized printing, perforating, and cutting in a single pass and without time-consuming intermediate logistics: This is an important prerequisite for offering programmatic printing." Gabriel Jordi summarizes the results: "This enables us to address the recipient's needs and tastes through highly customized printed products, making communication more effective."

When Friedrich and Maria Jordi moved to Belp in 1897, the world was a different place. The great-great-grandparents of today's managing director Gabriel Jordi and his brothers laid the foundation for the printing company in Belp. Jordi AG prints business stationery, communication materials, magazines & mailings with passion.

