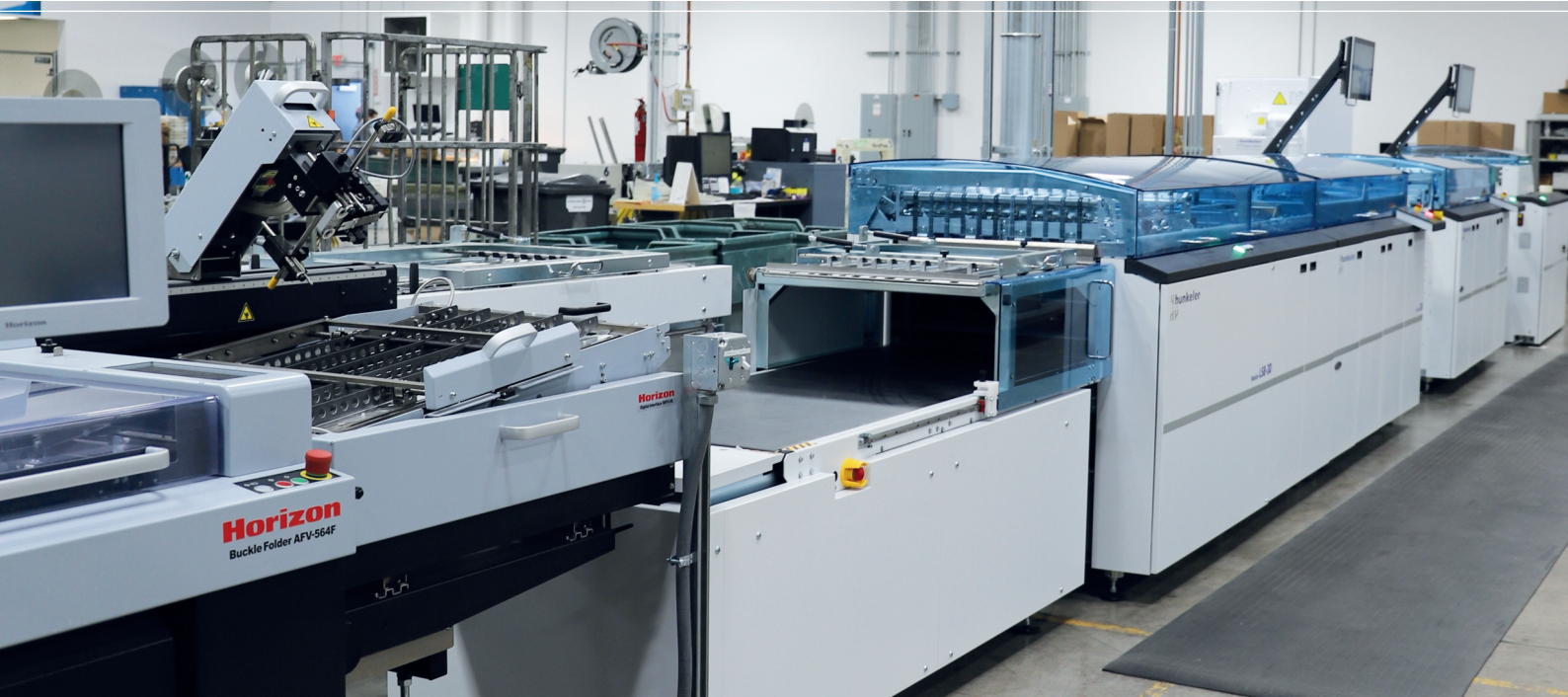


Prisma, Phoenix (Arizona)



Prisma Exceeds Customer Expectations

Prisma's tagline, "Message to Market", says it all. The Arizona-based company views printing as only a small – but crucial – part of what they do. CEO Bob Anderson describes the company as a provider of technology-enabled marketing solutions, saying, "Our core strength is data through direct mail, analytics, and management of the marketing supply chain. As an example, we have had online portals through DokShop for more than 20 years and have over 250 ecommerce shops actively in play."

Bob Anderson, who is celebrating his 20th year with the company, took over the business in 2000, when revenues were at \$1 million and the company was on the verge of bankruptcy. His strategy has worked – in 2019, the company generated \$48 million in revenues.

Versatile portfolio

"The primary products we produce include direct mail and online small-transaction items such as menus and signage for retail stores, restaurants and hotels – anything needed for back office, front office, and marketing for these organizations," Anderson says. "That also includes point-of-purchase materials, customized brochures, window clings, wall graphics, vehicle wraps, and



(L to R) Kerry LaBatt – Director of Operations; Julie Volz – Vice President of Sales; Rob Nawfel – President; Bob Anderson – CEO.

more." The company produces more than 10,000 orders per month and 7 million plus pieces of mail per month, as well as 10,000

pick-and-pack orders per month. Although Anderson is quick to say that clients don't care what kind of equipment you have as long as

their job is done in a quality fashion and quickly, he pays close attention to his equipment configuration to be able to deliver on those customer expectations.

Ready for the future

A recent investment demonstrates that approach: Earlier this year, the company installed a Screen Truepress Jet520HD with a Hunkeler Roll-to-Roll system inline. In conjunction with this acquisition, Prisma also added an offline Hunkeler Roll-to-Stack line equipped with a Horizon AFV-564F Folder on the back-end to finish the rolls coming off the Screen press into either stacked output or folded pieces. On the front-end, the Hunkeler solution features the CS8-II Rotary Cutter

Prisma, Phoenix (Arizona)



Torrence Settle, Pressman, stands beside the new Hunkeler Generation 8 Roll-to-Stack Solution.



On a DP8-II Dynamic Perforating Module the individual pages are being enhanced dynamically with variable perforating patterns, both lengthwise and crosswise.

with chip-out capability and the DP8 module which allows dynamic perforating from sheet to sheet for flexibility in processing an even wider range of unique applications.

The investment in the Screen press was driven by an increased need to produce variable data direct mail at a high speed. "We had cut-sheet digital before," Anderson notes, "but we needed the speed and flexibility that inkjet could give us. We print roll-to-roll with our Screen/Hunkeler configuration, and then use Hunkeler/Horizon equipment for nearline finishing. The ability to take those rolls and score, perf, slit, and fold really changed the finishing model for us."

Focus on customer needs

"The corporations we work with already have their brand in place; they don't need help with brand development," Anderson states. "Rather, they need sales and marketing materials in the field at a given location delivered quickly. While we used to have two to three days to produce work, now our clients want materials in the field in one to two days. That requires digital printing and an automated and easy-to-use finishing line. Our Hunkeler configurations fit that bill perfectly." It's operating so well that Anderson foresees putting in a second finishing line in the not-too-distant future.

Success through flexibility

"The other day we were running books for an education client, from rolls to punching holes to stacking finished product into book blocks. Next up, with a seamless transition, was a variable data letter program where folded, variably perforated letters were delivered, roll-to-finish, all in order and ready to go to the inserter. We also do a lot of postcards, using the slit-and-stack feature. Moving from one to the next, to the next seamlessly has been a huge benefit for us and our clients."

Like many companies in the industry, Prisma knows that finding experienced workers can be a challenge. "That's another area where our Hunkeler configuration helps," he explains. "These days, things are very graphically driven. People are used to pulling down menus and pushing a button to get things done online. With our Hunkeler and Horizon equipment, operators can quickly look at a graphic of the menus, push a button, and the equipment is 90% set up. We have people with limited experience who have been able to operate this equipment with little training and are doing a really good job. We need more graphically-driven units in the industry." Anderson concludes, "I've been in the industry for 36 years, and it's a completely different industry today than it was back then, or even when I took over Prisma 20 years ago. You

can't run your company like you did 20 years ago. That's a recipe for failure. It's important to change your business strategy to align with today's print demands; and to do that, you need the kind of automated and easy-to-use finishing systems we have in place today with our Hunkeler and Horizon solutions."

Bob Anderson, CEO

