



Excellence in Paper Processing

## Fifth Third Bank, Cincinnati (OH)



### Stewards of the Vision

***Fifth Third Bank's in-plant is a 24/7 shop, producing approximately 170-million impressions a year, which equates to 70-million pieces of mail. As the company moved toward a very high speed inkjet printer there were some concerns that pre- and post-press equipment was not going to be able to keep up, or might even inhibit the press. These worries vanished quickly after the commissioning of a Ricoh InfoPrint 5000, customized with a Hunkeler Roll-to-Stack solution. Fifth Third Bank's Vice President Mark Kearns about the performance of the system.***

Mark Kearns is Vice President, Bancorp Mail & Print Services, for Cincinnati-based Fifth Third Bank. He describes the Bank's in-plant as a high-volume transactional shop, playing a critical role in the organization: "We produce all of our customer correspondence, from customers' account statements to bank-card statements, to mortgage notices – all of our products across the enterprise."

#### **Perfectly positioned**

Fifth Third Bank has a rich American history that dates back to 1858. Today, the company's in-plant operation in Cincinnati is perfectly positioned to help carry on that tradition – with a complete



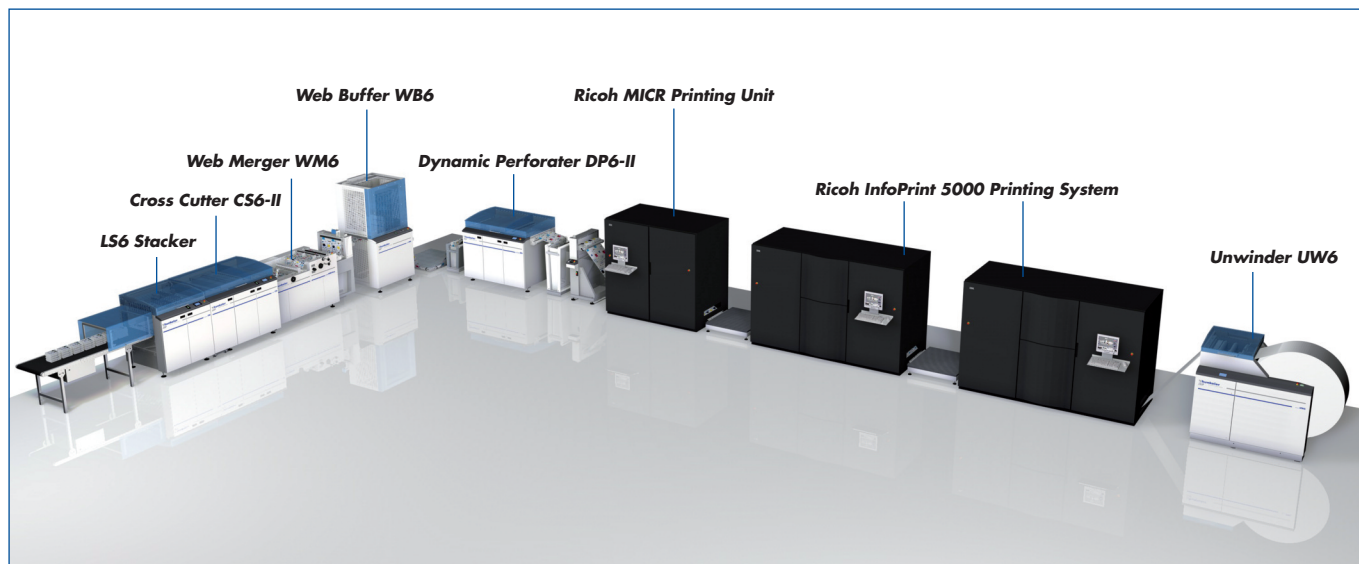
**Mark Kearns, Vice President, Enterprise Mail & Print Services (left) and Mike Mohs, Assistant Vice President, Mail & Print Services (right) at Fifth Third Bank.**

stable of pre-press, print, and post-press solutions, including its newest addition: a Hunkeler Roll-to-Stack system, in-line with a new Ricoh InfoPrint 5000 inkjet press.

#### **Good return on investment**

"We're a 24/7 shop, and we produce approximately 170-million impressions a year, which equates to 70-million pieces of mail," Kearns calculates. "We have a subset of customers that like to be online, and we supply them with the best online tools and experience, but we have another subset of customers who want to get that piece of print in the mail. They value that channel, and of course we value it, also."

## Fifth Third Bank, Cincinnati, Ohio (USA)



The workflow at Fifth Third Bank's in-plant starts with a Ricoh InfoPrint 5000, fed by an Unwinder UW6. Inline post production is secured by a DP6-II Dynamic Perforator, a WM6 Web Merger, an integrated CS6-II Cross Cutter with chip-out and an LS6 stacker.

As some customers have migrated to the Internet, the impact on the in-plant has been less print, certainly, but also better print. "Our vision is to be the one bank that people most value and trust. With the amount of customer touch-points we have, we know that we have the opportunity to help that vision become a reality," he explains.

"We really want to make sure our print mail pieces have true value for the customer – that they're getting the correct information, the correct format, at the correct time, and with the best customer experience – and that we're getting a good return on that investment. So in order to make that happen, we spent two years researching," Kearns recalls.

### Particularly excited

In recent years, Fifth Third Bank's fleet of print engines included continuous-feed and cut-sheet monochromatic, toner-based technologies. But the in-plant's interest in inkjet changed the pressroom landscape. "Inkjet does require a significant investment, but what it gives you back is tremendous," Kearns stresses. "For us, pre- and post-press was always labor intensive. It has always been a bottleneck in the production process. That was a big concern for us. As we moved toward a very high-speed inkjet printer, we had some concerns that pre- and post-press equipment was not going to be able to keep up – or might even inhibit the printer", he says.

After great consideration and due diligence, the in-plant installed a Ricoh InfoPrint 5000 – customized with a Hunkeler Roll-to-Stack solution – in April 2013.

The total workflow unfolds like this: The Unwinder UW6 feeds the InfoPrint 5000, which outputs to a DP6-II Dynamic Perforator, then to a WM6 Web Merger, the integrated CS6-II Cross Cutter with chip-out, and finally to an LS6 Stacker.

"We're particularly excited about the Hunkeler DP6," Kearns confides. The DP6 Dynamic Perforating and Punching Module creates precise cross and vertical perforations in two-up mode, which can vary from sheet to sheet.

### Move to one standard paper

Prior to the new installation, the in-plant had to warehouse various types of pre-perforated media. "We had a lot of cut-sheet paper –

some with top perf, some with bottom perf, some multi-perf. Now, we can get rid of all that and move to one standard paper, perf that on the fly, and save money on space, inventory, and ordering."

Mark Kearns reports that he was also impressed with the ease at which the new printing systems and pre- and post-equipment became part of their operations.

"The Hunkeler and Standard Finishing Systems team worked so well with the Ricoh InfoPrint team. Here, space is at a premium, and we're a production shop. We didn't stop production just because we were getting the equipment in. They got it in; they got it working. Everything was tested, and it was all done on time. We actually learned a lot about the equipment, just by being involved with the installation."

### Fifth Third Bank – History and Expansion

Fifth Third's history is rich in growth and innovation, reflecting the economic strength and vitality of the region the bank serves. Fifth Third traces its origins to the Bank of the Ohio Valley, which opened its doors in Cincinnati in 1858. In 1871, that bank was purchased by the Third National Bank. With the turn of the century came the union of the Third National Bank and the Fifth National Bank, and eventually the organization became known as „Fifth Third Bank“. Since its beginning, Fifth Third has provided superior customer service and followed sound banking principles. Today, Fifth Third is widely recognized as one of the strongest top-performing banks in the nation. Fifth Third's philosophy of quality continues as the bank expands, creating the standard for the banking industry.

