

McArdle, Upper Marlboro, MD



Smart Marketing by McArdle!

When McArdle expanded their business and invested in an Océ ColorStream® 10000 Flex, the question of the appropriate finishing technology came up. A combination line for saddlestitched booklets, straight stacks or fully separated book blocks responded not only to the requirements regarding high speeds, but also provided maximum flexibility. Apart from this, the quality of service from Hunkeler and Standard Finishing Systems played a key role in the decision making.

In Upper Marlboro, Maryland, there's a tale of juxtaposition unfolding – a dynamic tale of a company steeped in tradition, yet approaching the dissemination of information in new and progressive ways. „Communication Redefined“ is more than just a catch phrase at McArdle; it is the business model.

A communications company
McArdle was founded in 1947 and has a long, rich history in the mid-Atlantic print and publishing markets. Nearly a decade ago, the company decided to re-brand, scratching the words 'Printing Company' from the name. „We



McArdle management team (from left to right): Rock Zang, Business Development, Lisa Arsenault, President, and Naomi Brancheau, Marketing Specialist.

wanted to be known not just as a printing company, but as a communications company, and one facet of our business is printing“, says Lisa Arsenault, McArdle's president.

Smart marketing strategies
Today, the organization's mission is to enable its customers to deploy 'smart marketing strategies', leveraging a blend of print and electronic media „to generate results and capture data, so that they may make very informed decisions about strategy and the direction of their business“, says Arsenault. Digital printing and finishing plays a critical role in this mission.

McArdle, Marlboro, Maryland (USA)



Unwinding and cutting technology from Hunkeler enables highly efficient in-line production on the Horizon StitchLiner 6000 Digital at speeds up to 6,000 booklets per hour.



The in-line digital finishing solution has been customized as a Roll-to-Booklet/Roll-to-Stack combi line for saddlestitched booklets, straight stacks or separated book blocks as needed.

From sheeffed to web fed

Adding to its impressive stable of conventional offset equipment, McArdle installed its first digital engine in 2005, a Xerox iGen3. Subsequently, an HP Indigo came aboard, and recently the company invested in an Océ ColorStream® 10000 Flex web press with an in-line digital finishing solution from Hunkeler, representing the first North American installation of this blend of technologies.

The Océ ColorStream 10000 Flex has been designed with a wide range of print markets in mind, all of which are important to McArdle: books, transactional, transpromotional, direct-mail and commercial/graphic arts printing. And the „Flex“ in the name is noteworthy, for Océ defines this technology as a continuous-feed monochrome digital press with an option to add full-color (from 2/2 up to 5/5 color) capabilities.

In-line wins top priority

To handle the ‘heavy lifting’ at the back end of the digital press, Hunkeler conceived a solution that delivers up to 6,000 high-quality booklets per hour for McArdle. It comprises a UW6 unwinder and CS6 rotary cutter, and the lightning-fast, highly automated StitchLiner 6000 Digital saddlestitcher from Horizon.

„We chose this solution because it was important for us to do everything in-line. We wanted a finished product on the back end“, Lisa Arsenault recalls.

Marketing to new markets

The volume and repetition of like print products enabled McArdle to configure the solution in-line. „We’re running a lot of lightweight stocks, several dailies, and for one client alone, we are producing more than 200 titles of this kind“, Lisa Arsenault explains.

The investment has enabled McArdle to inspire new digital print business for its loyal clientele, and expand market reach beyond its existing customer base.

„For new business, it has allowed us to market the companies that we otherwise weren’t marketing to for variable content, or to publishing

companies that are using lightweight stocks. It’s great for the markets we serve including financial services, publishers, associations, and others“, Lisa Arsenault notes.

Technology is not everything

„Efficiency, reliability and service. All of these criteria factor into a decision when you partner with another company. And those were all at play when we began this journey. Hunkeler and Standard Finishing Systems were with us all along the way, and they helped us figure it out“, Lisa Arsenault adds.

A Tradition of Excellence Continues

In 1947, Walter McArdle and his younger brother Ed bought an existing printing business. They infused it with their resourcefulness, tenacity and indelible Irish spirit to grow McArdle into one of the premier printers in the Washington-Baltimore region.

In 1991, McArdle built and moved to its current location in Upper Marlboro, Maryland. This facility provides the company with easy access to the Washington-Baltimore corridor as well as other East Coast markets and distribution facilities.

Consistent quality, timely delivery and a devotion to customer service have been mainstays in the philosophy since the company’s inception. McArdle is constantly reinvesting in knowledge and technology in order to provide their clientele with state-of-the-art, cost-effective solutions.

Today, McArdle goes far beyond printing to bring their customers the right solutions for all of their communication needs.



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800 Commerce Drive
Upper Marlboro, MD 20774-8792

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