

Imprimerie Centrale SA

Making high-pagination personalised books



The challenges:

- Achieve highest quality results for the widest range of customers and products
- Be ready to always say 'Yes we can' and offer customers a tailored quality product
- Increase production levels and improve cost efficiencies

The solution:

- Watkiss PowerSquare 224 Booklet Maker installed inline with a Xerox iGen4 press
- Complete system including PowerSquare Sheet Feeder, 2-Knife Trimmer and high capacity Book Stacker
- Automated system enables booklets with personalised content of over 200 pages

The results:

- Able to offer customers added value and high quality products whilst keeping down costs
- Less capital outlay needed since one machine can finish virtually all production
- Meets the demand for thicker books and personalisation

"The PowerSquare 224 is making a real difference in our high production environment. Watkiss has provided us with a robust and reliable system that produces a high quality product whilst keeping down costs."

- Marcel Schmit, Management Advisor, Imprimerie Centrale SA



Business
Innovation
Partner

Customer profile

Imprimerie Centrale SA' headquarters is situated in the very heart of Luxembourg and uniquely positioned to utilise multiple transport links throughout Europe. The group has three subsidiaries - infeuropa SA providing IT services, Legitech S.à.r.l for legal and judicial publications also document processing, taking place at DocEs-sensis S.à.r.l in Cluj, Romania. Established in 1961, the privately owned company has grown from a small print shop into one of the leading and largest print and publishing groups in Europe with over 140 employees. Imprimerie Centrale now serves an international client-base including European and Global Institutions. The company's strong business ethos of innovation, experience and flexibility has earned them trust and respect and they now have a reputation as one of the most influential and competent print and publishing companies across Europe if not the World.

The challenge

“The main challenge we have set ourselves at Imprimerie Centrale is to achieve the highest quality service available to the largest diversity of customers and offer the widest portfolio of products.”

In line with consumer demand and the market trends, Imprimerie Centrale is continually looking to the future and is at present looking to increase even further its digital and finishing production lines. Marcus Schmit, Management Advisor tells us, “The main challenge we have set ourselves at Imprimerie Centrale is to achieve the highest quality service available to the largest diversity of customers and offer the widest portfolio of products. With a global customer base, we strive to maintain a significant and diverse range of the latest equipment. We need to be ready to always say ‘yes we can’ and to offer the customer a tailored quality product. To achieve the ultimate in added value for our customers we are looking to expand the capability of our finishing production lines.”

The solution

Imprimerie Centrale has installed a Watkiss PowerSquare 224 to add to its portfolio and meet customer demand. The leading print and publishing group has invested in the streamlined booklet making system to increase production levels and improve cost efficiencies. Marcel Schmit states, “We are delighted with the Watkiss booklet making system. The professional square edge allows us to print over 200 pages of personalised content. This is only possible with the Watkiss machine and means we no longer have to rely on manual or perfect binding. We have also installed the PowerSquare Sheet Feeder, 2-knife trimmer and Book Stacker all in line with the Xerox iGen4 Colour Press.”

“This is the perfect choice for us. We have connected a PowerSquare to our Xerox iGen4 press and it works perfectly!”



Imprimerie Centrale has many customers in financial sectors such as banks and institutions requiring multiple, personalised financial monthly statements of differing sizes that need binding. The Watkiss PowerSquare combines four unique processes - professional inline stitching for digital documents, immaculate folding capability including thicker stocks, secure spine forming as well as bleed trimming.

Schmit explains, "The Watkiss booklet system has all the latest advantages. We can print at A3 size which is a big gain on the click rate. This system offers us a single solution to address many processes and the advantage here is that it requires less capital outlay as one machine can virtually finish all production. An additional benefit is the automatic settings for different book sizes and pagination."

"Watkiss customer service is excellent," continues Schmit, "We have a strong relationship with the UK Watkiss people. If we have questions they answer immediately with precise details and support. It couldn't be a better supplier relationship. Watkiss products are known throughout the industry and we have monitored the company's development at exhibitions and on the internet. We visited the Watkiss UK plant in 2015 and saw the PowerSquare 224 in action. We have now invested in two machines and are looking at a third .



The results

Not only is Imprimerie Centrale adapting its production strategy to customer requirements, the company is also adapting its production lines to technological developments. With the installation of the new PowerSquare systems from Watkiss, the company is building an impressive finishing operation incorporated into their production lines.

“Watkiss has provided us with finishing solutions which fit in with our strategy to offer added value and high quality products whilst keeping down costs. Their innovative systems meet our production requirements and provide us with exceptional products.”

Benefits at a Glance

- Superior digital in-line booklet making designed for the production environment, rated for up to 50,000 books/month.
- Able to process jobs up to 224 pages with printable spines, including precision stitching with both thin and thick books.
- Delivers flexibility and precision in producing booklets with and without squared edges.

Solution specifications

Xerox products supported:

- Xerox iGen family
- Xerox Nuvera family
- Xerox Color Press family
- Xerox Color 8250
- Xerox Versant 2100

Applications supported

- Manuals
- Catalogues
- Brochures and Pamphlets
- Magazines
- Reports
- Newsletters



Learn more about the Watkiss PowerSquare™ 224

Watkiss: www.watkiss.com/powersquare

Xerox: www.xerox.co.uk/digital-printing/feeders-print-finishing/inline-finishers/watkiss-powersquare-224/engb.html

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getting results.*

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