

The Genesis of a Book – the Transformation from the Order Form to Web-2-Print

Speaker: Hans Fehr

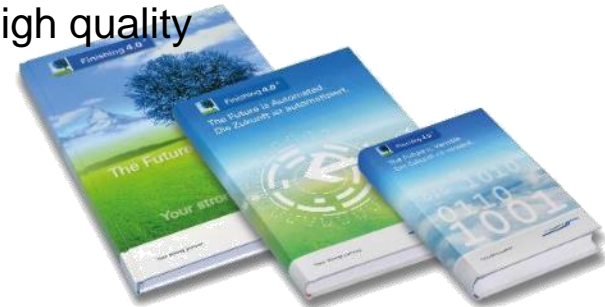
Your **strong partner.**





Book production requirements.

- Lower production costs
- Shorter production times, shorter delivery times
- Consistently high product quality
- Reliability and reproducibility of output
- Variable and flexible size selection
- Short runs, high-specification and affordable
- Affordable book trimming for ultra-short runs
- Long-term durability of the products with consistently high quality
- Good layflat behavior
- Affordable finishes for short runs



Content

- 1 Muller Martini. Strong Values. Strong Brands.**
- 2 Book Production 3.0 – The Long-distance Runner.**
- 3 The Change. The Drivers. The Opportunities.**
- 4 Strategy Finishing 4.0**
- 5 Digital Production – Web-2-Print**
- 6 Needs Met and Future Prospects**



Muller Martini. Strong Values.

As a pioneer of the graphic arts industry, Muller Martini is the market leader and its top-quality print finishing systems enjoy global recognition.

Muller Martini stands for:

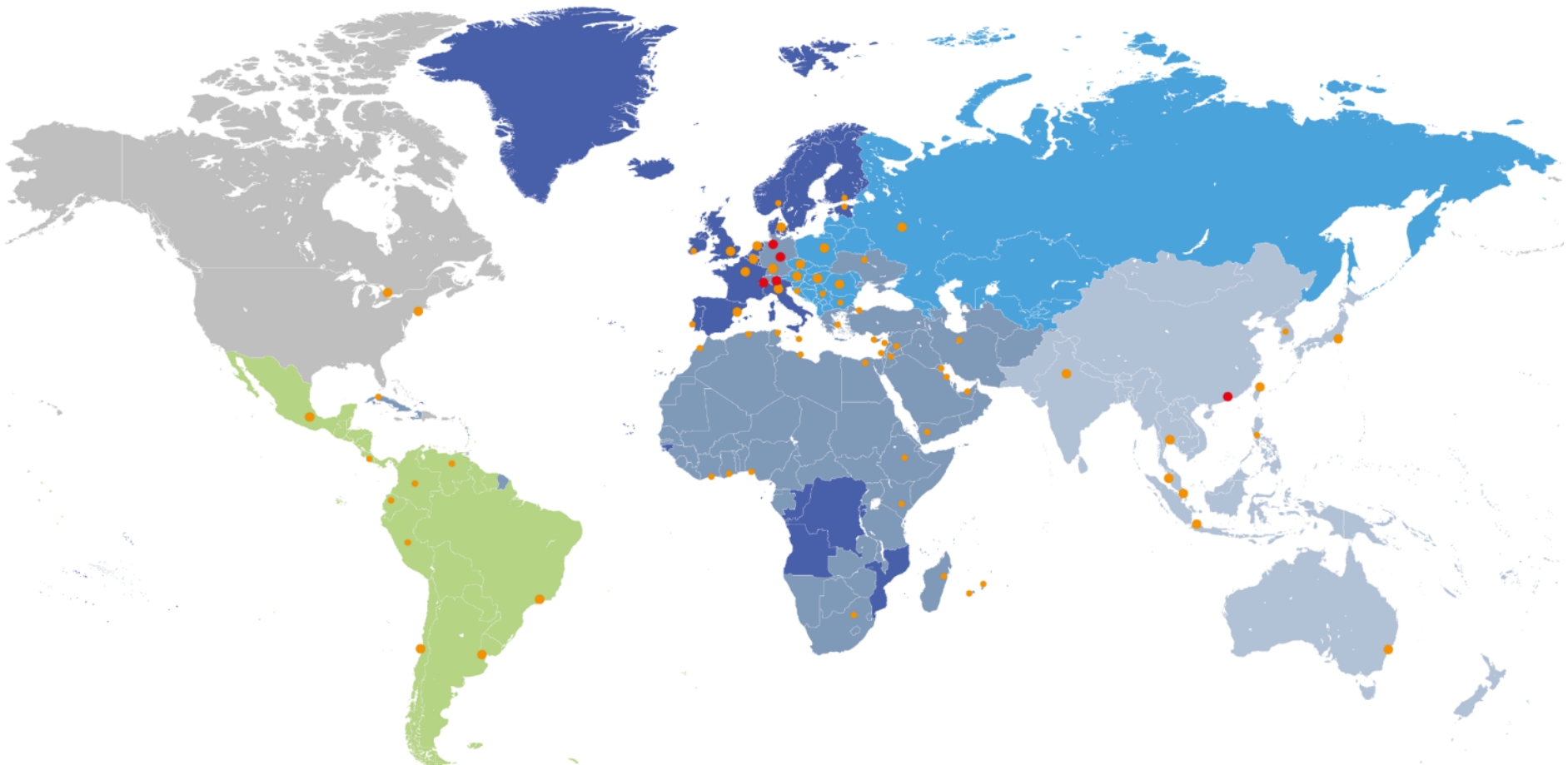
- ▶ Independent Swiss family company
- ▶ Innovative, with high-performance engineering
- ▶ Extensive problem-solving and systems expertise
- ▶ Locally present around the world
- ▶ Continuity in the face of change

We have over 70 years' experience of the graphic arts market.



MÜLLER MARTINI





- Production locations
- Company sales offices, representative offices and agencies around the world







Muller Martini. Strong Brands.

- ▶ Comprehensive product portfolio that meets **various customers requirements** in all key market segments.
- ▶ **Development activities are focused and coordinated** between the “Muller Martini” and “Kolbus” brands in order to best meet customers’ needs.
- ▶ The product range has been **consolidated and streamlined** across both brands.
- ▶ Substantial research and development investments in **both the digital area as well as the lower and mid-performance classes for the traditional market.**





Book Production 3.0 – The Long-distance Runner

Over **10,000** saddle stitchers around the world with an average service life of **24 years**.



More than **2,000** perfect binders around the world with an average service life of **16 years**.

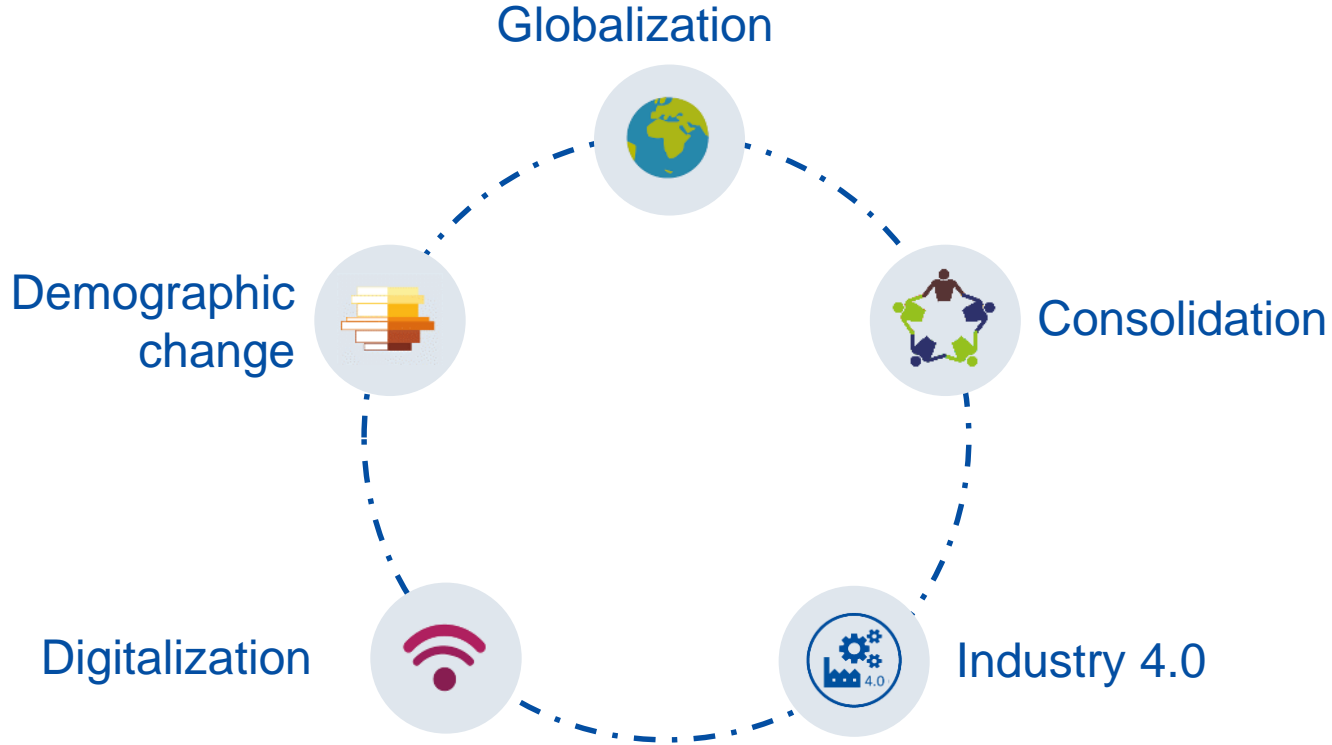


Conventional Book Production 3.0.

- ▶ More than 21 process steps
- ▶ Long setup and changeover times
- ▶ Higher personnel requirements
- ▶ Substantial downtime
- ▶ Large footprint
- ▶ High maintenance costs
- ▶ Significant production waste and a high amount of production scrap
- ▶ High storage costs
- ▶ Low margins



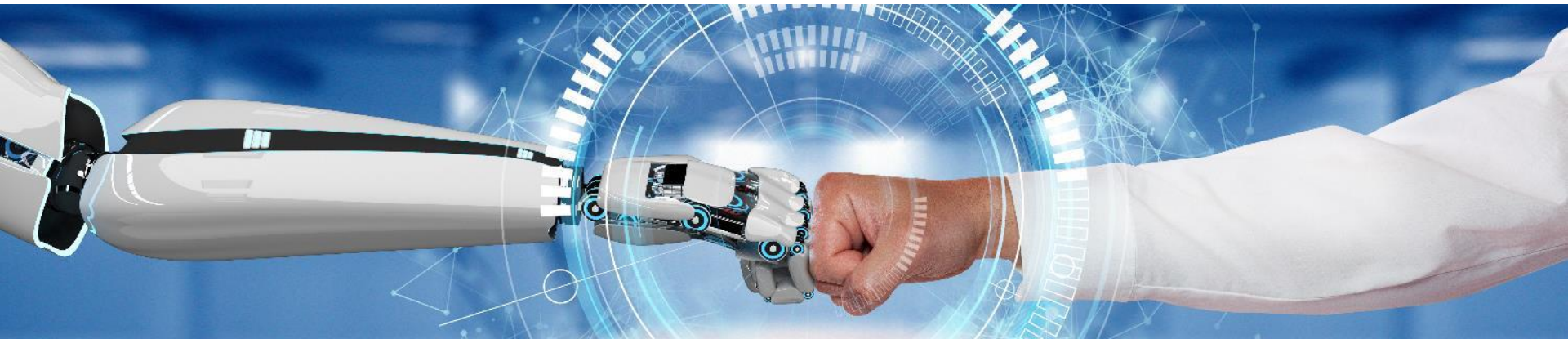
In the Middle of Change. The Drivers.





5 Opportunities for Our Future.

- ▶ **Variability** – in terms of size, format, color and content
- ▶ **Quality** – affordable, irrespective of print run and design
- ▶ **Flexibility** – thanks to fast and scalable production processes
- ▶ **Availability** – thanks to short processing times
- ▶ **Cost-effectiveness** – thanks to sustainable logistics





Development Strategy: Finishing 4.0

Automation

Crucial for customization, variability, and smart functions.

Connectivity

The basis for efficient production and smart services.

Data analysis as the basis for the right decisions.

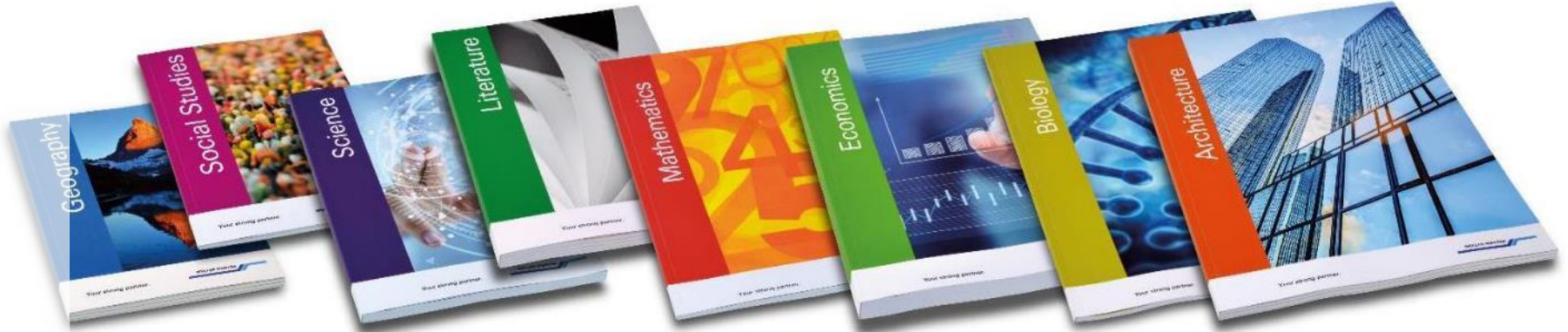
Variability

The option of making physical changes from product to product.

The possibility of customizing the content of print products.

Touchless Workflow

Our combination of connectivity and automation: production changes can largely be carried out without any intervention by the operator.





Connex Production Control System



- ▶ Production output
- ▶ Production speed
- ▶ Production time
- ▶ Production waste
- ▶ etc.

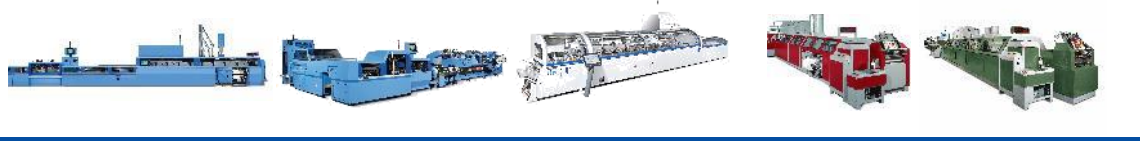
- ▶ Print Runs
- ▶ Size
- ▶ Page count
- ▶ Production sequence
- ▶ Time constraints
- ▶ etc.

Connex. **Info**

Connex. **Info 4.0**

Connex **LineControl**

Conventional production



Digital production



MÜLLER MARTINI



Bookbinder 4.0 – Web-2-Print.



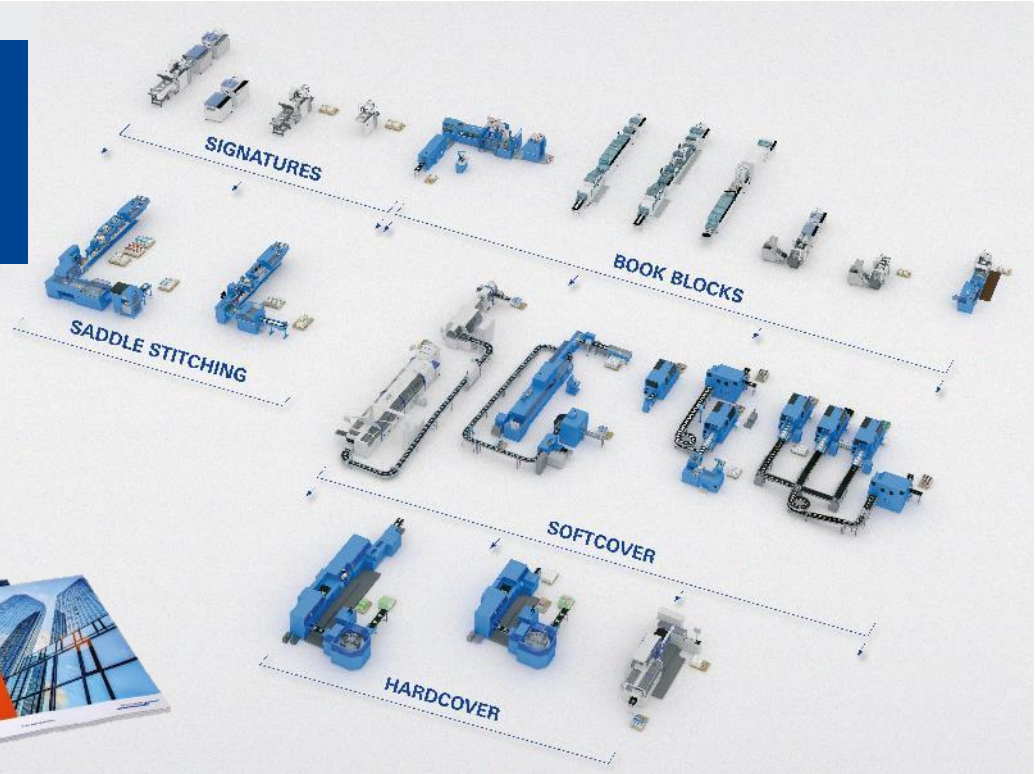
Finishing 4.0 Solutions.

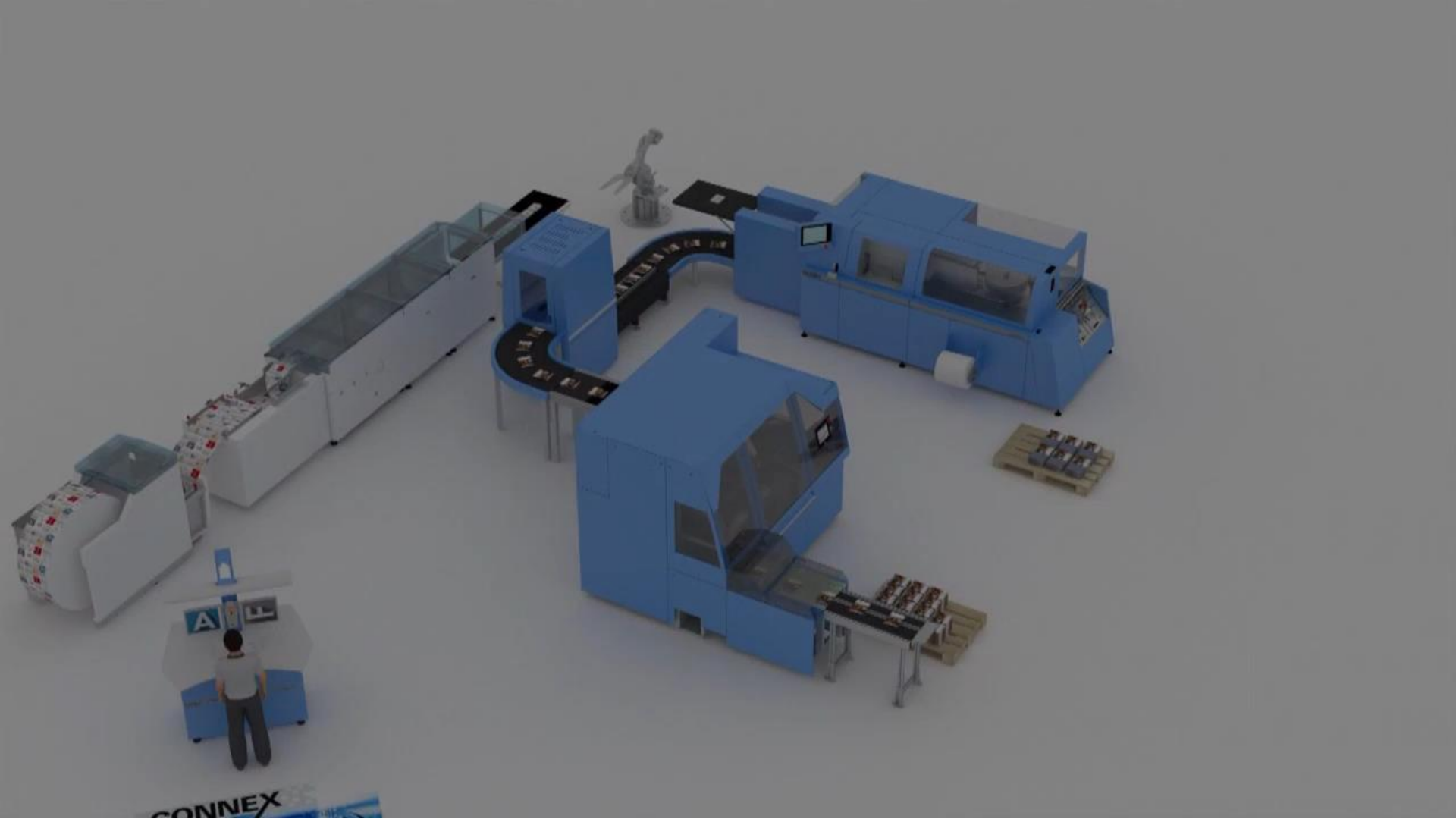
Product range geared toward the future

Connex. **Info**

Connex. **Info 4.0**

Connex **LineControl**





CONNEX



Application: Book-of-One

Disruptive business model as a result of mail order business and book wholesalers

- ☑ Book-of-one
- ☑ Each product varies in terms of content, page count, size and thickness
- ☑ Digital printing process

Book-of-one offers numerous opportunities in a wide variety of areas...

amazon

EPAC

 **Lightning
Source®**

BoD™
BOOKS on DEMAND

MÜLLER MARTINI





Segment: Self-Publishing

The true disruption in the book market is said to be the opportunities presented by self-publishing:

- ☑ Self-publication of every type of book
- ☑ Academic texts (dissertations, theses and studies)
- ☑ Training documents
- ☑ Operating instructions
- ☑ Photo books





Segment: Educational

Teaching applications, mass customization:

- ✓ Database-supported production
- ✓ Handover of products to the logistics process in a mailing route-optimized manner





Segment: Health Care

- ▶ Security printing applications, mass customization:
 - ☑ Each product varies in terms of content, page count (VDP)
 - ☑ Database-supported production (transaction)
 - ☑ Processing of sensitive data
 - ☑ Mailing route-optimized distribution
 - ☑ Seamless reporting (data protection)

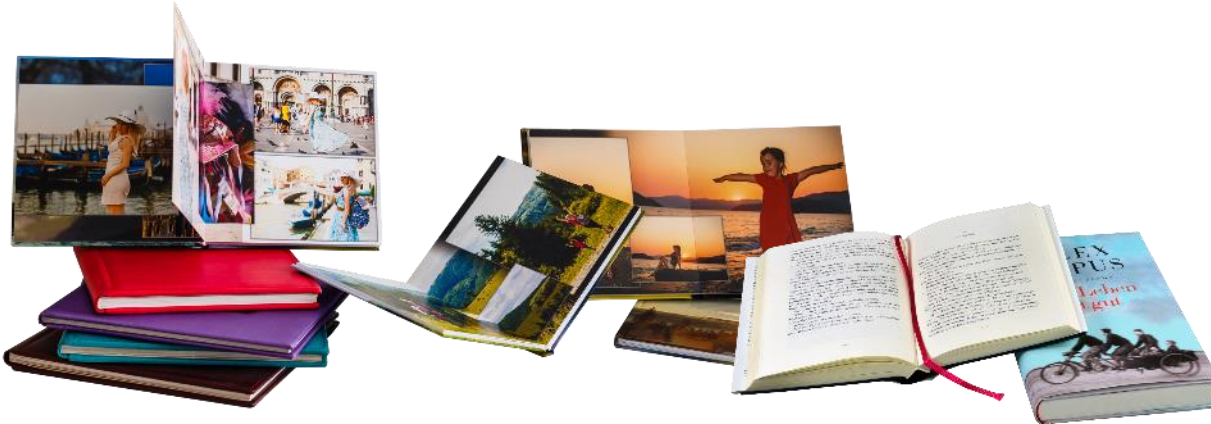
Shutterfly



MÜLLER MARTINI

Segment: Hardcover Books

- ▶ Hardcover applications, best quality for every print run and mass customization:
- ▶ Bookline with complete size variability
- ▶ Suitable for nearly all publication configuration options
- ▶ Can also be used for ultra-short runs down to a single copy
- ▶ High quality, irrespective of the size of the run
- ▶ Short processing times



amazon

M
MARKONO

allcop
Farbbild-Service

Artron

Livonia
print

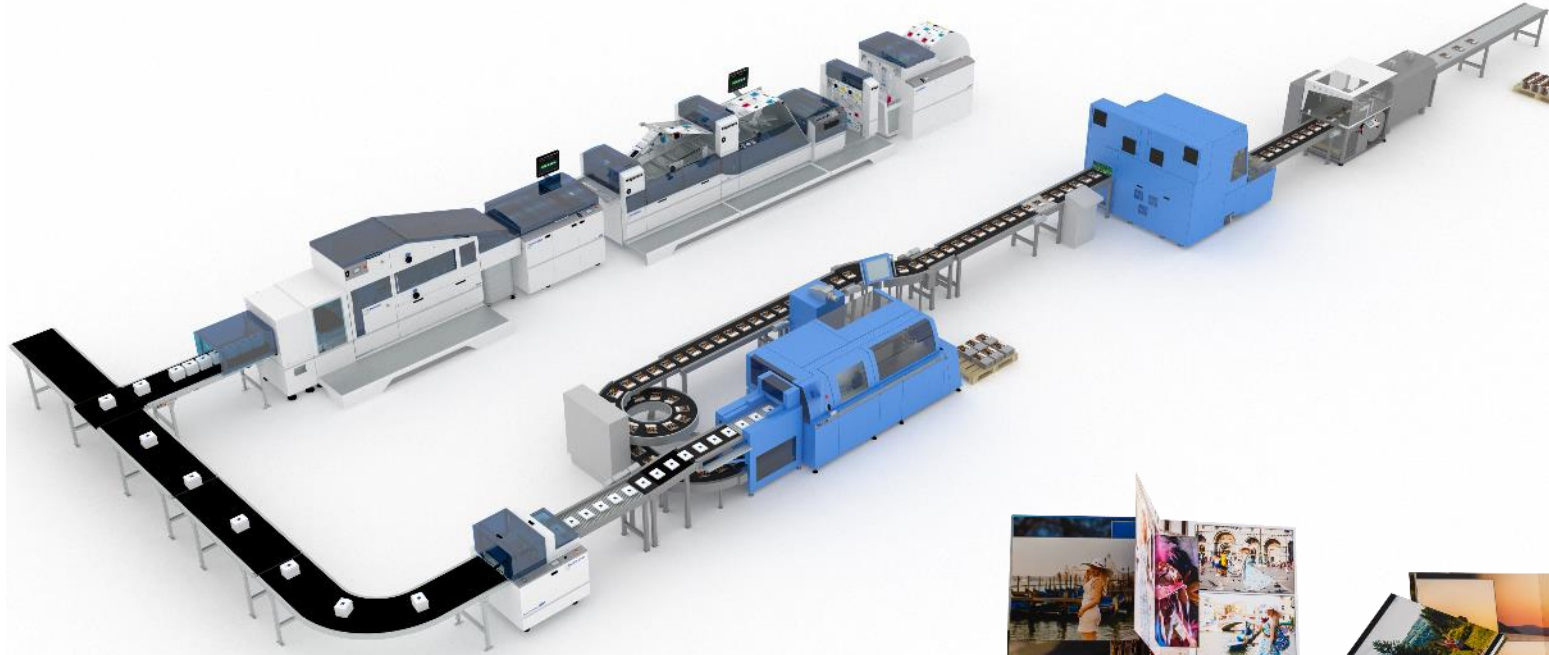
saal
www.saal-digital.de

nbd biblion

MÜLLER MARTINI



Solutions for Book-of-One Applications





Challenges Are Opportunities.

- ✓ Lower costs
- ✓ Shorter production times, shorter delivery times
- ✓ Consistently high product quality
- ✓ Reliability and reproducibility of output
- ✓ Variable and flexible size selection
- ✓ Short runs, high-specification and affordable
- ✓ Affordable book trimming for ultra-short runs
- ✓ Long-term durability of the products with consistently high
- ✓ quality
- ✓ Good layflat behavior
- ✓ Affordable finishes for short runs



Identify and seize opportunities.

**New paths emerge when
we embark on them.**

Friedrich Nietzsche



Your strong partner.

Thank you for your attention.

Your **strong partner.**

