



IN-PLANT PRINTING AND MAILING ASSOCIATION

# INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

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## Kohler Proves Even Small In-Plants Can Deliver Big Value!



*Pictured left to right: Joni Weichbrodt, Katherine Wiegand, Christopher Donlon and David Yang*

As both a print buyer and leader of print production and printing services for Kohler Co., Christopher Donlon is in a unique position to help one of America's oldest and largest privately held companies maximize efficiency and savings. "I can drive business into the shop when I see jobs that belong there, and not on the outside, there are also jobs scheduled to be done in-house that upon inspection really should be done externally. That ensures that the best work is delivered for these projects, too, and helps reduce job gridlock internally."

The digital-only print shop for Kohler Co., a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors, and an international host to award-winning hospitality and world-class golf destinations headquartered in Kohler, Wisconsin, provides far more value than its tiny size reflects.

The digital print shop produces more than 11 million clicks annually. Among its many accomplishments, the print shop remains justifiably proud of its zero re-do record. "Our clients never receive a job



produced incorrectly. And the reason for that is simple – our staff is smart, talented and well trained.” The products that leave our shop go straight to board meetings, training presentations and distributors; leaving no time for errors or a redo.

“Our shop has done very well during these tough times,” explains Donlon, who holds the title of Communications Leader. “Since we are a privately held company with 43 brands across the globe, we provide vital confidential services to numerous departments. Many of our clients have increased their production with us as they have cut back print quantities to fit our business model.” A recent push

for print-on-demand has also boosted production.

The installation of a Xerox DocuColor 8000AP in early 2008, the first installation of its kind in Wisconsin, proved a welcome boost in speed and quality. “We run a corporate color called KOHLER Blue that is almost black and is mostly used as a large solid of the color. The 8000AP has been able to produce this well with very little banding whatsoever.”

In addition, their Xerox DocuColor 250 support unit was recently replaced with a new Xerox X700 color unit, increasing same-day production by more than 30 percent. These upgrades have allowed them to maintain high production output, without increasing staff. As a side bonus, the X700 enables them to keep all production in-house, even if the 8000 is down for service. “This will help our bottom line considerably,” Donlon explains. “Because of the difference in toner look between the 8000AP and X700, we did have to make a clear distinction of which jobs will run on each machine.”



But even with the new upgrades, the shop still relies on what Donlon refers to as its workhorse – the Xerox Docutech 6115. “What more is there to say about this standard in the industry? It just keeps going on and on.”



When asked for any money-saving tips, Donlon shares, “We offer only bindery services that are cost-effective and save time, such as coil binding versus comb binding. We had offered a few specialized booklet binding types but have discontinued them all.”

The real key to this in-plant’s success rests on its customers’ loyalty and trust. “This is going to sound canned, but customer service and selling yourself is still king,” Donlon believes. “As

the overall manager of the department, I have made personal deliveries, sales calls, educational presentations and much more. I have a print sales background specializing in POD, VDP, web-to-print and mailing. I think these skills have increased our clients’ trust and confidence in us.”