



IN-PLANT PRINTING AND MAILING ASSOCIATION

# INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

[www.ipma.org](http://www.ipma.org)

Thursday, October 1, 2009

## Are You Certifiable? Find Out on November 18!

IPMA's recent poll indicates that 11% of respondents are FSC/SFI Certified and an additional 19% plan to become certified in the upcoming year.

IPMA will host a webinar on **Sustainability Certification** on **Wednesday, November 18**.

Jerry Sampson from xpedx will cover all of your questions and answers on becoming certified -- What does it mean to be certified? How do you get certified? What are the requirements for certification? What are the steps in the certification audit process?

Mark your calendar now for this free one-hour webinar Wednesday, November 18.

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## Kohler's All Digital Shop Holds Perfect Record

## In-Plant Opens Door to Marketing & Greater Efficiency



*L to R: Marketing Manager, Lis Weller; Stephen Denny, Graphic Services Manager; Brian Moad, Press Professional.*

As boundaries blur, the benefits become crystal clear for Rodda Paint Company in Portland, Oregon.

"To better service our Marketing Department, we gave the Marketing Manager and Graphic Designer access to our Konica Minolta Bizhub Pro C6500, enabling them to cut their own work down to finished size," explains Stephen Denny, Graphic Services Manager for Rodda Paint's in-house Print Shop.

"We trained the manager and the designer to use the copying equipment and safely and accurately use our 30-



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."



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

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

inch cutter," he shares. "It is up to them whether we run the job, or they run the job themselves." The Marketing Department is charged a set click charge that covers the in-plant's internal costs and includes a minimal labor charge for consultation.

The open door policy reaped many benefits. Denny believes Marketing gained a better understanding of bleed and page layout, has a new respect for the in-plant's printing expertise, and there are fewer rush jobs for the in-plant to juggle.

What initiated the do-it-yourself, open door philosophy?

"The Marketing Manager, with whom I have a cooperative working relationship, asked permission to use the equipment. Marketing regularly has very urgent jobs that are generally very small (12-500 copies)," explains Denny. Due to the needs of manufacturing, the in-plant was not always able to provide Marketing with the fast turnaround they needed.

In addition, allowing access to the Print Shop's equipment saves the Marketing Department money, allowing them additional resources to more effectively market the company's product. As a side advantage, Marketing's exposure to the print production environment has provided them with insight into the production process. Denny is pleased at how well the cooperative effort is working out!

a job produced incorrectly. And the reason for that is simple - our staff is smart, talented and well trained."

"Our shop has done very well during these tough times," explains Donlon, who holds the title of Communications Leader.

[Read more ...](#)

### Take IPMA's Quick 1-Question Poll

This issue's poll question is:

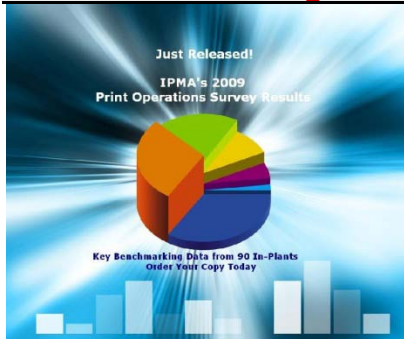
**Has your in-plant's business volume improved in the last couple of months?**

If you visit IPMA's home page and click on VOTE in the polling box, you can view the results at any time. Results of past polls are also shown.



[Take the poll ...](#)

### New Benchmarking Tool Available



Benchmark your print operation with IPMA's newly released 2009 Print Operations Survey. See how 90 in-plants responded to 50 key benchmarks. Order a pdf of the results today - \$25 for IPMA Members; \$100 for Nonmembers. IPMA Member Participants receive the survey results free -- another great benefit of membership.

[To order ...](#)

### Add Presenter to Your Resume



DREAM COLOR  
2010 CONFERENCE  
ALBUQUERQUE, NEW MEXICO

IPMA is seeking qualified speakers to share their printing, mailing, prepress, document production, technology, management and business expertise during IPMA 2010, June 6-9 in Albuquerque.

IPMA in-plant members, who are chosen to present, will receive a \$500 voucher towards IPMA's 2010 conference registration fee. Refer to

"Our niche work flow of product labels and store support materials keeps us very busy. Sharing our equipment allows us to help Marketing, while having minimal impact on the service we provide to Manufacturing," Denny notes. "The more successful marketing is, the more product labeling we are required to produce for manufacturing," Denny says. "The short term impact on our printing revenue is minimal. Long term we expect to gain revenue. When Marketing is successful, Graphic Services is successful."

Join our mailing list!

the proposal form for guidelines.

[Submit your proposal ...](#)

## **IPMA Has Moved Its Headquarters**

**IPMA has relocated its headquarters to 105 S. Jefferson Suite B-4 Kearney, MO 64060**



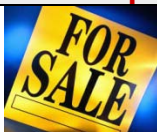
The change of address requires a change in letterhead, window envelopes, and booklet envelopes. If you could donate the printing of any of these items, please contact [cgoin@ipma.org](mailto:cgoin@ipma.org)

*IPMA Staff at Our New Location  
L to R: Joy Savage, Carma Goin, Deb Svoboda*

## **Vendor Members Spotlighted Annually**

IPMA vendor members are allowed one free e-mail to the membership annually. These e-blasts are one way for our Vendor Members to introduce themselves and spotlight their support of IPMA. To ensure contact information remains confidential, the information supplied by the vendor is distributed to the membership by IPMA. Because of the financial support generated by vendor members, IPMA in-plants are able to enjoy a variety of valuable services that otherwise could not be offered free to members.

## **Used Equipment for Sale**



RLI Insurance in Peoria, Illinois, is offering the following for sale: Heidelberg GTOFP 4/1 perfecting, 14 X 20; Heidelberg Quickmaster 2/0, 12 X 18; AB Dick 9810 press; Challenge Champion 30.5" guillotine cutter; rubber stampmaking equipment;

Linotronic 330 film processor w/ RIP50 tower; Imation 1124 plate processor; Dohuthitt vacuum table; light table; fireproof cabinets; unused chemicals & conventional ink. For more information contact: Bob.Beckman@rlicorp.com or (309) 693-5855

**For more equipment ...**

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phone: 816.902.4762

web: <http://www.ipma.org>