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Dieter Slezak, Operations Manager,  
BookMobile.

## A “Do It All” Book Printer Does More with the LX Stack

### Industry

Book Printing

### Application

On-demand books, 2-up & 3-up

### Printers

IBM nfoprint® 4100

### Solution

LX Stack:

LX550 Unwind  
LX560 Cutter  
LX565 Stacker

Many companies promise that they can “do it all” in a certain industry or area, but few really live up to that claim.

Prism Publishing Center, the 25 year-old parent corporation of BookMobile, Stanton Publication Services, Syren Book Company and Itasca Books, doesn’t have to make any claims.

They are one of the only companies to offer their clients every element of publishing in one place. From editing, designing and marketing an author’s work to printing, binding and distributing the finished book, they really can do it all.

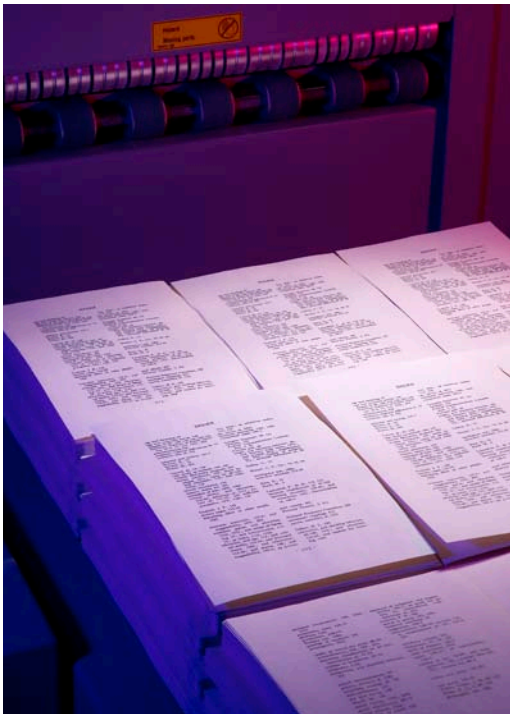
The creation of these books for distribution takes place at BookMobile, an on demand digital print operation located in Minneapolis, Minn.

Bookmobile digitally prints and binds books in quantities from 10 to 2,000 for a customer base of over 1,000 trade houses, university presses and independent publishers.

BookMobile was formed by Stanton Publication Services in 1996 as an alternative to traditional offset presses. They hoped to provide a cost-effective service with quicker turnaround times for publishers looking to produce smaller book quantities.

For almost 10 years after its inception, operators at BookMobile printed books digitally on cut sheet printers and would then finish the books off-line.

Although the process was still faster and more economical than offset printing, they knew there had to be a better way.



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In 2005, BookMobile was introduced to the growing area of inline feeding and finishing solutions.

After several meetings with representatives from Lasertax Roll Systems as well as its competitors, the choice was easy.

“We looked very closely at Lasertax Roll Systems as well as their competitors’ solutions,” said Dieter Slezak, operations manager at BookMobile.

“Not only did we find Lasertax Roll Systems equipment was installed in and trusted by more people in the industry, but their products are of the highest quality.”

BookMobile now uses the LX Stack solution, which includes an LX550 Unwind, LX560 Cutter, LX565 Stacker along with an IBM Infoprint® 4100 printer.

The solution allows them to cut various form sizes such as 6” by 9” and 5.5” by 8.5” in 2-up or 3-up book blocks completely inline. The book blocks are then bound and trimmed off-line.

Using this system, BookMobile now generates up to 3,000 short-run books per day.

“Speed is very important to us,” explained Slezak. “With this solution, we print and finish 500,000 pages a day and almost no one has to handle the paper. Things get done a lot faster now and we save on labor costs.”

Because of humidity issues at their operation, Slezak was initially concerned with how the equipment would handle the paper and feared there would be many paper jams, but thankfully, his fears were unwarranted.

“We’ve had much less trouble transitioning with the system than I could have ever expected,” he said.

“There have really been no issues to speak of on the finishing side, and after the initial training, our operators were able to manage the equipment without much difficulty.”

Slezak hopes to double the company’s print operation within a couple of years, and plans on printing up to 1 million pages per day.

Because of BookMobile’s continued success with the current LX solution, he expects the partnership to last.

“I have no regrets about installing Lasertax Roll Systems’ equipment in our facility,” he said. “The people I’ve dealt with have been helpful, the equipment is reliable and I would definitely look to work with them again in the future as we expand.”

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