



“The fact that the DocuSheeter DP has increased the well being of our staff, the efficiency in our production and improved the bottom line makes our investment a win/win situation for everyone involved.”

Bill Perrine, manager of print and distribution facility, Chubb Corporation

Chubb Saves Bucks and Backs

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Printers

Xerox DocuPrint® 180

Solution

DocuSheeter™ DP

When Chubb Corporation installed two DocuSheeter™ DPs in their print and distribution facility in Branchburg, NJ, manager Bill Perrine expected dramatic savings in paper costs. He had already reviewed the numbers in the return on investment analysis prepared by Lasermax Roll Systems, manufacturer of the DocuSheeter series and the world's largest manufacturer of paper handling equipment for digital printers. What wasn't in that analysis, however, and what Perrine wasn't prepared for was the resulting boost in morale in his department.

“It was a landslide. The operators unanimously approved,” Perrine said. “They were so pleased that each one of them personally thanked us for making their jobs a lot easier and allowing them to be more efficient.”

Chubb is a leading provider of insurance products and services for businesses, industry groups, trade associations, not-for-profit organizations and other institutions worldwide.

Each day, the Print and Distribution department processes approximately 15,000 to 20,000 billing statements for the company's 5,000 independent

agents and brokers worldwide. Since the majority of the policy forms are generated on different types of paper in the same data stream, the facility relies on five Xerox DocuPrint® cut sheet printers to handle the output.

In the past, the print facility had been using ream paper, which required the operators to spend hours per shift unboxing, unwrapping, staging and loading sheets into the printers. Perrine sought out Lasermax Roll Systems to help increase quality and productivity and reduce employee's risk of injury. Already sold on the company's reputation, Perrine said that he was definitely influenced by the enthusiastic endorsement from paper vendors.

“We didn't expect to hear from our vendors, but we did. Their responses regarding reduced curl and more consistent print quality sealed the deal. Over and over they told us that Lasermax Roll Systems was the way to go,” he said.

Initially, Perrine installed two DocuSheeter DPs on his Xerox DocuPrint 180s, specifically to handle the five to six million monthly images that utilize the same type of paper. Perrine chose to convert two pre-



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printed letterhead forms, a one-color and a five-color, from reams to rolls. DocuSheeter’s print register option enables handling of pre-printed sheets. Almost immediately, employee reaction to the change was positive, so much so that they requested that a third DocuSheeter be installed.

“The safety of our team here is a huge priority,” he said. “The physically taxing process before required many unorthodox movements, but roll feed eliminates the manual lifting associated with the paper loading process and affords operators a safer workplace.”

Now the operators can conveniently and easily unload rolls of paper from their roll cart onto the DocuSheeters. The operators not only have more time to handle other work, but are also at less risk of injury.

“The rolls of paper have made the process so much easier on our employees,” he said. “We are literally saving bucks.”

And bucks. The cost savings were significant “right off the bat,” according to Perrine. Chubb has benefited from a reduction of more than 20 percent in the price of each of the letterheads, due to the conversion to rolls.

“We pay for leases and maintenance on our machines and we still have a monthly positive cash flow of \$6,000, solely from reduced paper prices,” Perrine said. “We hope to increase our positive cash flow up to \$8,000 now that we have recently installed our third DocuSheeter.”

Perrine has also seen a productivity bump. Chubb assembles policies from different types of paper pulled from different printer trays, so ream-fed trays empty rapidly, leading to printer downtime. With the conversion of the higher demand pre-printed forms to rolls, printer productivity has improved, enabling Chubb to produce more images without adding printer capacity.

The DocuSheeter has also improved on the quality of printed forms. First, print registration on the pre-printed

letterhead on rolls is “dead on”, whereas registration on the pre-cut ream sheets varied quite a bit. Second, sheets generated by the DocuSheeter have much less curl than pre-cut sheets.

“We had lots of curl on our cut sheets before which created many paper jams,” Perrine said. “But now the DocuSheeter has virtually eliminated curl and reduced jams in our inserters by 90 percent.”

Lower paper prices, higher productivity, and better quality, again are not the whole story, however.

“The DocuSheeter has definitely enhanced the quality of our projects as well as increased efficiencies in the operation of the department overall,” he said. “But just as importantly it generated so much good will among our staff.

“I’ve also seen a more creative approach from my staff members to their job. If you look at a pallet of paper and know you have to unbox all of that paper, there’s definitely a negative associated with that task.”

The roll paper allows the staff to keep their department much cleaner. Rather than breaking open cardboard boxes and having them strewn around the facility, it helps keep their area, which is highly visible, much more organized.

“We have a lot of visitors to our department and they’re always impressed by how much we do and how clean our department is, which is very tough to do,” he said. “Our partnership with Lasermax Roll Systems has allowed us to offer our operators a cleaner, safer and more rewarding environment.

“When we decided to install the DocuSheeter DP, we did so to increase the well being of our staff, increase the efficiency in our production line and improve the bottom line,” he concluded. “The fact that this one particular piece of hardware has achieved all three goals makes our investment a win/win situation for everyone involved.”

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