



# The State of West Virginia Rolls into a New Era



“We were awed [by the capabilities of Lasermax Roll Systems products] ... and the Lasermax Roll technicians made sure our operators were comfortable with all aspects of the equipment before they left town.”

Cathy McClung, Operations Manager,  
State of West Virginia Information  
Services and Communications  
Division

## CASE STUDY

### Industry

Government

### Application

Mail and Internal Reports

### Printers

InfoPrint® 4000

### Solution

RS AutoLoad:

RSU4 Unwind

RSS3 Separator / Folder

RST3 AutoLoad Tilt Table

Better late than never certainly applies to the State of West Virginia's Information Services and Communications (ISC) division's journey to the power of automation. Part of the State's Department of Administration, the ISC was still using equipment and production processes from a quarter century ago, and the leadership faced much resistance to making any changes in their operations.

“Our print shop was definitely like the Smithsonian,” said Mart Denison, ISC data center manager. “We were utilizing outdated and worn out printers and still used box paper to feed our machines, as we had done for the past 25 years.”

Fortunately for them, they were introduced to Lasermax Roll Systems just in time. By changing to roll paper and investing in Lasermax Roll Systems RS AutoLoad™ system, the State experienced dramatic cost savings, production efficiencies and many converts who wondered why they didn't do it sooner.

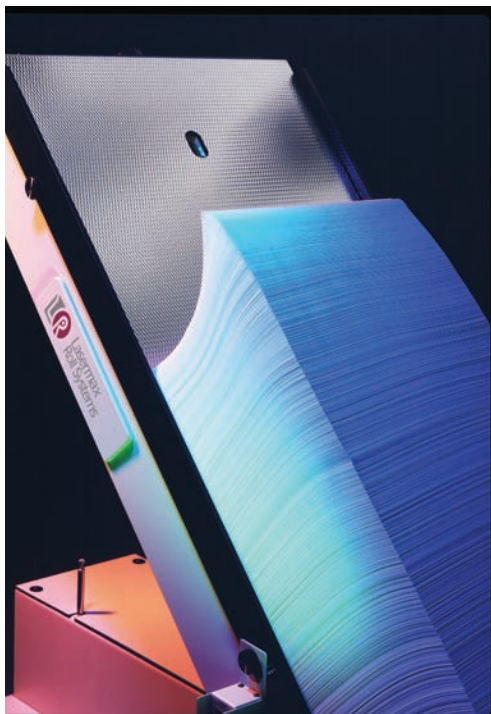
Denison can't believe how far they've come. “In just six months, we've already increased throughput by 40 percent, and down the road we believe we can increase it by 60 percent,” he said.

Located in Charleston, WV, the ISC data center operates like a service bureau for many of the state's governmental agencies, doing printing and mailing for internal and external audiences. Not only does it need to remain flexible to handle a wide variety of applications, but it operates under the federal mandate that certain materials have to be postmarked by a given date.

Held together with rubber bands and paper clips, their two InfoPrint 3800s were both 25 years old and required constant attention and repairs. In addition, every 10 to 15 minutes operators had to unload paper from the 3800 output drawers, thumb through the output to separate jobs for report applications and then manually load between 2,500 to 4,000 fanfolded forms.

“Stopping production so often limited our shop to running approximately 200 pages per minute combined on the two printers, less than one-half of the printer running speed,” Denison said.

The time had come for a major makeover. A bid was put out to purchase two new printers, but at that time, the State wasn't even considering pre- and post-processing equipment. Fortunately that didn't deter the InfoPrint trainer, who



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happened to be at the center for several weeks, from telling them about the benefits of roll paper and automation.

“The InfoPrint guy told us that even though we were making a major investment into our new printers, we wouldn’t be taking full advantage of them by still loading with boxes,” said operations manager Cathy McClung.

Denison certainly understood. “You don’t see the true speed of the printer if you’re interrupted to service the printer or required to stop it every 10 minutes to load paper.”

Even so, roll feed wasn’t embraced by everyone. A major holdout was operations supervisor Phil Nicholas, who joined the ISC data center in 1971.

“I was definitely a dinosaur when it came to making any changes,” said Nicholas.

At the urging of the InfoPrint trainer, Denison, Nicholas and McClung visited other facilities to see first-hand how pre- and post-processing equipment worked.

“We saw them loading 65,000 sheets on a roll without stopping to check everything, or thumb through to figure out one job from the next. We were awed,” McClung said.

“It was a real eye opener,” said Denison. “On the ride back home, we were chattering away like kids on a school outing.”

Two InfoPrint® 4000s were installed at ISC shortly thereafter. Lasermax Roll Systems then stepped in and worked with the State to fit the equipment into the data center’s tight quarters. This task was aided by the single-station RSS3 Separator / Folder, combining fanfolding and job-separating functions in one piece of equipment.

The benefits were almost immediate. In addition to the major gains made in throughput, the Lasermax Roll equipment has increased efficiencies in every aspect of the job from printing through mailing. The roll-fed InfoPrint 4000s run four to five hours between loads. The systems are also much more operator friendly.

“The biggest gain was that we eliminated operator intervention,” Nicholas said. “Before we were losing two or three minutes per box (or more), but now we don’t have to splice once every 2,500 to 4,000 forms.”

Before, the operators also had to do a lot of bending and lifting, which was very physically taxing. “Now our space is much more ergonomically suitable to our workers,” Denison said. “Almost everything is done at standing height.”

The operators also don’t have to manually separate jobs, because the RSS3 Separator / Folder electronically reads the same marks that the operators were using to manually separate the job.

“Now the jobs are cut apart leaving a .25-inch tab sticking out to show the breaks that is clearly visible through handling and transportation,” McClung said.

When output is destined for the mail, Lasermax Roll’s AutoLoad tilt table and StackRack™ carts offer further efficiencies.

“We can fill up a Stack Rack with four-foot high stacks of paper, wheel it back to the inserter and that guy is running four times longer without having to stop,” said Denison.

Denison and the rest of the leadership team continue to be amazed by the new equipment and how comfortable Lasermax Roll Systems made them during the process.

“This was a big adjustment for our operators,” said McClung. “Lasermax Roll made sure they were comfortable with all aspects of the equipment before they left town.”

“It was a long and sometimes painful process, but now we’re reaping the benefits,” said Denison. “Until we got out of this glass house and saw it first-hand, we didn’t understand how much more effective we could be using roll paper and Lasermax Roll Systems equipment.

“We’re just getting started and we’re very optimistic about what we can achieve in the future.”

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