



“We insisted on Lasermax Roll Systems equipment for our web-fed presses because we knew it was robust and reliable. It allows us to make the most of our digital printing investment.”

Charles Marshall, Senior VP and General Manager, Lightning Source.

On Demand Books Demand LX

Industry

Book Printing

Application

On-demand books, 3-up

Printers

Océ VarioStream® 9210

Solution

LX Stack:

LX550 Unwind

LX561 Cutter

LX566 Stacker

It is difficult to even imagine being unable to purchase a book nowadays because it is out of print or unavailable. People have become so accustomed to walking into a bookstore or going on the Internet, ordering whatever book they want and receiving it only a few days later. This was not always the case.

In the past publishers were forced to print high volumes of books and depending on the book's success, the publisher could lose money. In this case the publisher would halt printing on that book, making it impossible for anyone to buy it once the last copy sold.

Thanks to the success of Lightning Source Inc. and its many publishing partnerships, no book will ever be out of stock again. Ever.

Lightning Source Inc. (LSI), a subsidiary of Ingram Industries Inc., is a print on demand book

manufacturing operation with an entire business model based on the ability to economically and profitably print a single book.

Because of LSI's success in this field, they take orders of mostly single books from over 6,500 publishers globally, and then ship these books for delivery within a day or two of the order.

Headquartered in La Vergne, Tennessee, LSI was formed in 1997 under the name Lightning Print. Even then, the need for books on demand was evident.

“The reason for the birth of Lightning Source is that Ingram Book Group took a look at millions of books they had in stock and realized many of those books were sold only on occasion,” explained Charles Marshall, senior vice president and general manager of Lightning Source. “The thought was that it would be easier to simply print the books



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when they were needed.”

Today, that reasoning still remains the driving force for Lightning Source. The only difference now is that they no longer print books solely for Ingram, but for many other companies as well.

Some books printed are for industries that may not have even existed when the company began, such as Internet providers for books or publishers that re-print material with expired copyrights.

To be successful at printing a mere one book at a time, Lightning Source had to find the right equipment for the job. After much research was done, LSI decided Lasermax Roll Systems finishing equipment was the best fit.

In 1997, Lightning Source purchased one solution to begin operations. Today, they house 19 LX Stack lines, and print and bind an average of 1.2 million books per

month, often in run lengths of one copy. The books are printed on Océ VarioStream® printers 3-up, and are usually 6-by-9 inches.

Due to their virtually flawless system, LSI is now able to provide a 24-hour turnaround time to publishers which, in turn, allows the company to function as more of a warehouse operation, without the additional storage costs.

“Of course, the keys to our success are dependability and speed,” Marshall said. “Equipment cannot break, the lines need to be reliable and we find that the Lasermax Roll solution is steadfast and trustworthy.

“Lasermax Roll Systems has been up to the challenge all along the way.”

With a library of over 650,000 titles, the Lightning Source operation has manufactured over 60 million books on behalf of its publisher partners.

Because of their determination and the success of the LX Stack solutions, it seems LSI just can't lose.

“Lasermax Roll Systems has consistently provided Lightning Source with solid, proven solutions to support our innovative business,” said Marshall. “We insisted on the LX equipment for our web-fed presses because we knew it was robust and reliable.

“It allows us to make the most of our digital printing investment.”

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