

Banking on inline efficiencies.

Help a bank save money? You bet. By utilizing the efficiencies of Specialty's inline web press, we significantly streamlined a large national bank's production, reducing costs dramatically, as well as cutting delivery time by more than two-thirds.

The bank has 2,500 branch locations, each needing materials with unique branch codes to put on display in their lobbies. The code is important since each branch receives credit if an application is processed from its branch.

Before Specialty began working with them, the bank had a vendor print three application versions on a web press, sheeted flat. Then, everything was shipped to a second vendor to image the codes, fold, glue, and pack out for shipment to all the locations. Specialty increased efficiencies dramatically by printing, imaging and folding the application inline on the web press and then packing them at the finishing section of the press.

Specialty cut the total production time of the project from 25 to nine days. Additionally, Specialty helped this client save \$10,000 and consolidate workflow with one vendor. Using Specialty's inline web press, with its variable imaging capabilities, is definitely like having money in the bank.

a case study

