



c.p. bourg®

The Print Finishing Experts

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Express Copy 'gets what it paid for' from C.P. Bourg -- quality, versatility and faster turnaround

"Stop and see the beauty in Vermont," entices the Chamber of Commerce in Manchester, a quintessential New England town graced with handsome historic buildings and nestled near snow-capped mountains in winter and lush green foliage in summer.

In this pastoral, southeastern corner of the Green Mountain State, Donald Reiser opened Express Copy in 1992, and still operates it today – with gusto, and with a straightforward business philosophy that has allowed his shop to not only survive, but thrive.

In fact, Don Reiser freely admits that he's gotten what he paid for – and in the best of ways.

Reiser describes his shop as "very solid and stable," pointing to the seven-year tenure of their "newest" employee and equally loyal customer base as evidence. Having started out as a quick-copy shop that added mailing services then expanded into color printing in 1999, Express Copy now has enough printing, finishing and fulfillment firepower to single-handedly support the needs of a larger locale.

Their first color press – an A.B. Dick duplicator they still operate – was followed by acquisitions of a small format Ryobi duplicator and a Heidelberg 2-color offset press. Much more recently, Reiser added an 18-inch Presstek-Ryobi 3304 4-color direct-imaging press and a 19-inch Xerox® 700i digital color press to his shop's expanding color repertoire.

For black and white work, Express Copy operates two Ikon printers as well as the first Xerox DocuTech® 6100 installed in southern Vermont. While each printer is outfitted with a dedicated booklet maker, the DocuTech uniquely relies on an 11-year-old C.P. Bourg SBM-1 Signature Booklet Maker to get the job done.

An MBO folder and Halm Jet Press envelope printer factor among the other equipment the shop counts on to help finish jobs and move them out the door.

Opportunity Knocks

Despite the deep equipment roster one component was always missing, confides Reiser.

"After we installed the Presstek 34DI, we became acutely aware we were missing out on a big opportunity by not being able economically to finish color work in the 3,000 to 5,000-quantity range. We had literally created a new market with our color presses, but we were paying people a lot of money to marry the sheets together by hand – an approach that was time-consuming and labor intensive.



"Quite simply, we needed a collator to take the printed output from our offset presses and feed it to an automatic finisher," Reiser explains.

"Had it not been for C.P. Bourg's Paul Byrne, I probably would have let it go, thinking, 'We've lived without a collator this long, we can live without one a little longer.' But Paul is an excellent salesman, and he convinced me that we would benefit from the Bourg collator and booklet maker.

"And he was right."

Yielding to Yankee Ingenuity

As 2011 drew to a close, Reiser's thrift yielded to Yankee ingenuity, and he installed a new, state-of-the-art C.P. Bourg BST-E-series Suction Tower Collator and Bourg BME Booklet Maker to finish jobs printed by the shop's traditional workflow.

As the largest-format and most technically advanced version of C.P. Bourg's iconic tower collator, the Bourg BST-E relies on a C.P. Bourg-innovated suction paper transport and a new gear-drive system that matches its operation to the Bourg BME. It is also controlled through the BME, a significant enhancement that reduces collator complexity while giving the BME operator total control of the finishing process through a color touch-screen console mounted on a swivel-arm that allows the operator to rotate it in a 300-degree arc for easy access.

The Bourg BST-E and BME is the first digital finishing equipment combo able to collate, stitch, fold and trim sheets in sizes up to 14.5 x 23.5 inches (370 x 600 mm) – covering many offset devices and the largest size currently output by digital printers. Highly automated, the system can produce up to 5,000 booklets per hour from two to 120 finished pages ranging in size from 4.7 x 2.8 inches to 14.5 x 11.75 inches in landscape format.

Perfect for making thousands of booklets or booklets of one by the thousands, all with zero waste, the BME offers a variety of unique features and innovations that improve near-line finishing speed, efficiency and flexibility. These include tool-less job size changeovers, a totally visible and straight paper path, and an adaptive paper folding mechanism that gauges set thickness to prevent marking, scuffing or scratching even delicate digital prints.

Express Copy's BST-E is a single-tower, 10-bin dual-direction collator, able to send collated sets out the right side to the Bourg BME for booklet making, or out the left side to a Bourg TDT stacker that accumulates sets targeted for other finishing processes. Express Copy uses the TDT to satisfy requests from local hotels and professional offices for thousands of branded notepads with chipboard backing.

Getting What He Paid For

Reiser admits that much of the equipment in his shop is "pretty much overkill" in terms of its amount, quality and capability.

"I'm a firm believer that you get what you pay for, and I've always taken pride in getting well-made equipment that will last for 10 or 12 years," he says, pointing to the 1999 A.B. Dick press, the MBO folder they've had for seven years and that's never seen a service tech, and the Bourg SBM-1 that's still going strong after 11 years.



The variety and quality of the equipment has allowed Express Copy to accept any job they want to handle that comes through the door – and often with one-day turnaround. Reiser credits his shop's dedication to serving its core market, and its investment in well-crafted technology to support it, as important factors in helping Express Copy survive a tough economy that thinned out three of four printers within a 60-mile radius in the last few years.

"I feel the Bourg BST-E and BME we just installed are also built well to last a long time. With them, we have products that we can grow into, not grow out of."

Even better, the Bourg collator and booklet-maker equipment combo lets the Vermont shop tap into the medium-run color booklet market more efficiently than ever.

Confident in their quality, Reiser began promoting his new acquisitions before they were installed. In the first few weeks, the shop had picked up five jobs to produce quarterly newsletters, in addition to ongoing requests for booklets, postcard mailers and notepads.

To accommodate the newsletter jobs, Reiser said Bourg technicians made a slight modification to the BST-E. The tweak allows Express Copy to feed a remittance envelope with the collated newsletter pages directly into the BME in one step rather than two, saving time and money.

While that flexibility pleases Reiser, it doesn't come close to his delight in the BST-E's ability to help produce notepads.

"The amazing thing is, the BST-E collates chipboard – and it does it reliably!" he beams. "We routinely need to produce 10,000 pads with 10 sheets per pad, which is a tough number to collate by hand. With the BST-E, what used to be a two-day project now takes about four, start to finish!"

And, although the Bourg BME handles color work with ease, Reiser is equally pleased with the booklet-maker's ability to corner-staple the monochrome output from the digital copiers, which can involve stitching 25,000 to 50,000 multi-page forms.

"Now, we can run those jobs through our BME and do a flat stitch, which saves us a lot of money by not incurring added click charges."

"I never thought we'd need one, but it seems we use the collator every day," says Don Reiser, clearly pleased that he's getting exactly what he paid for.

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