

Hybrid Solution Fuels Growth for Nahan



Nahan is a privately-owned direct marketing solutions provider based in St. Cloud, Minnesota. The company was founded in 1962 on a foundation of quality, exemplary customer service, and continuous improvement. From the original 15-person shop, Nahan has grown to employ over 400 people. They service organizations in industries that include retail, financial services, healthcare, utilities, telecom, travel, government, and non-profit.

Nahan's growth strategy called for attracting business from larger clients. The company would need a leading-edge hybrid inkjet printing system to be considered serious contenders for the bids they wanted to pursue.

The Challenge

To take their company to the next level, leaders at Nahan knew they needed to produce personalized, one-to-one communications for their customers. The solution had to fit into their existing infrastructure, print on standard offset stock paper, and work in-line with their existing presses.

Reduced operating costs were a driver as the company researched potential solutions. A one-touch workflow was the goal. A hybrid inkjet solution would be a new technology for the company, so ease of use was also important. Nahan expected their press operators to be able to setup and use the new hybrid platform without a great deal of specialized skills or training.

Fast turnaround was often a requirement from current and future customers. With an efficient hybrid printing system Nahan Printing anticipated they could reduce the time to do a job from two or three weeks to a few days. This kind of performance would distinguish the company from the competition and allow Nahan to win more contracts.

The Solution

As they researched equipment likely to satisfy their needs, Nahan discovered only two practical alternatives. Nahan's first option was based on decades-old continuous inkjet technology. This equipment was known for high operating costs and excessive downtime.

The other choice that met all Nahan's requirements was the Freedom Series print module from Document Data Solutions (DDS).

To evaluate the Freedom Series platform, Nahan sent print files and three types of traditional offset paper (matte, gloss, and bond) they planned to use on real jobs to the DDS testing facility. The concept print samples they received back impressed the team with high quality output together with low running cost. They quickly decided to buy their new equipment from DDS.

With the help of DDS technicians, Nahan's data preparation department was able to seamlessly integrate the new inkjet print platforms into their existing Quadient/GMC workflow.

"Out of all the installations we've done in our company's history," noted Mike Nahan, "This has been the cleanest install to date - especially when you consider the level of sophistication of our new inkjet system."

Nahan's installation included inkjet towers, four DDS FS-1200 inkjet print modules, four *iDataPrint*™ high speed controllers, an OxyTech HD38 dryer, and an *iDataTAC*™ Advanced Signal Processor acting as a "traffic cop" coordinating all four individual print systems. The configuration featured a terminal near the end of the press, allowing employees to control the printers as needed.



Mike Nahan, former CEO

Four FS-1200 6.7 inch Inkjet printers
w/*iDataTAC*™ on 38" Offset Press.
Click to see their system in action



The Results

Although Nahan's management team expected they would run only a few jobs on their new equipment during the first months following installation, the company increased the number of hybrid print jobs by a factor of ten within six months.

DDS' post-sale support team made the transition easy. Support people were available on-site, even on weekends and holidays, to make sure the staff at Nahan was comfortable running the equipment. DDS installed the first Freedom Series inkjet module at Nahan in August. By year end, the company had successfully imaged over 18 million direct mail pieces.

Today, the company rates their investment in the Freedom Series print platform a success. They have reduced waste, are keeping their full-web presses running, are gaining new customers, and making money.

"When you look at the complexity of this project, from data processing to our manufacturing team integrating multiple vendors, and then you combine that with running on an expedited schedule to meet our first production date...I would call this a 100% success!"

Mike Scherbing
Director of Manufacturing
Nahan Printing

About the Freedom Series Platform

DDS Freedom Series print modules feature printhead technologies from Kyocera, Ricoh, and FUJIFILM Dimatix, Inc. SAMBA®; all driven by the DDS iDataPrint™ Universal Controller. When companies invest in the Freedom Series they enjoy:

- Freedom from click charges
- Freedom from never-ending, costly, printhead refurbishment
- Freedom to choose their desired print width
- Freedom to choose from a wide variety of available inks
- Freedom to select different drop sizes and print resolution



FUJIFILM is a registered trademark of FUJIFILM Corporation. SAMBA is a registered trademark of FUJIFILM Dimatix, Inc.

More information about the Freedom Series and other products from Document Data Solutions is available at www.dds-usa.com/products.



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