



SUMNER ONE

# Production Print

Welcome to the one place where everything works.



# About SumnerOne

Like you, we're still big believers in the power of print.

We'll help you uncover:

- ✓ Hidden costs
- ✓ Process improvements
- ✓ Workflow inconsistencies
- ✓ Operator training needs
- ✓ Compliance vulnerabilities
- ✓ More ways to streamline your business
- ✓ Sweet spots for adding new innovations

We also understand the operational challenges of moving applications from offset to digital, or from one manufacturer's press to another's, so we build in the necessary preparation, testing, and training to ensure you're up and running as quickly as possible.

## Our independence means your freedom.

Our service technicians support equipment and software spanning multiple manufacturers. Our decades-long commitment to fielding the **strongest multi-vendor service team in the region** means you have the freedom to adopt innovative technologies from different manufacturers, without sacrificing a stable and responsive service relationship.

Combining best-of-breed across different manufacturers, supported by SumnerOne's unshakable service promise, is an unbeatable strategy for driving your print business over the next decade and beyond.



## Digital Cutsheet

### Toner

High-coverage, vibrant color is simply what people expect now in most jobs. To avoid the print commodity trap, CMYK+ presses extend the color gamut, add fluorescents, mixed metallics, clear and white, and can now create texture and feel. When a CMYK+ press can **print six colors in a single pass and handle a large variety of substrates**, you can affordably produce novel pieces that appeal to multiple senses.

### Inkjet

The pressures of shorter, more frequent runs aren't going to relent anytime soon. To keep these jobs profitable, you need **affordable variable color**, enabled by production inkjet printing systems. Inkjet technology is a critical answer to meeting the needs of smarter, more flexible print—to absorb last-minute changes, add variable text and graphics, and have sufficient production capacity to meet customers' volume and cost needs.



## Continuous Feed Inkjet

**Enhancements in inks, heads, coatings, and a broader range of substrates** are now available in cutsheet and continuous feed inkjet presses, which means the advantages of inkjet have finally hit the tipping point. New devices have entered the market that support standard coated commercial paper grades, thicker paper, as well as higher resolution output that rivals the image quality of sheet-fed toner-based systems and offset.





## Large Format

The large format market skyrocketed in 2020 and continues to rise: **the global large format display market size is estimated to reach \$13.1 billion in 2021.** This means print businesses have found new ways to maximize the capabilities of their large format presses; health and safety floor and wall graphics were just the beginning of this upward trend. The large format space has entered a **long-term cycle of growth as innovators push past posters, signs, and banners and enter exciting new areas**, from home and commercial décor to custom packaging. Let SumnerOne help your team harness new ways to deliver customer value through wide-format. It's easier than you think to tap into this growth and margin potential!



KONICA MINOLTA



Canon

COLEX

## Special Effects

You serve as a creative and economic advisor to customers who desire **competitive differentiation and brand prestige**, but who still need to accomplish this at pared-down budgets. The ability to bring images to life with special effects, such as metallics, iridescent gradients, digital spot coatings, clear flood coatings, and augmented ink, is a big differentiator. Now, these **high-end special effects are no longer an operations bottleneck.** With fast turnaround times and accessible prices, brand owners are more eager to adopt attention-grabbing features. These features can add between 25–65% more value to your production print.



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iJetColor

## Envelope Printing

In addition to higher open rates with direct mail, 75% of people can recall a brand immediately after receiving a direct mail piece, compared to only 44% of people who see a digital ad. **Half of commercial printers are increasing their use of envelopes**—in both high-volume transactional mailers and powerful promotions that use the power of the envelope itself to enhance the “mail moment”. New digital print technology allows you to affordably print more envelope versions personalized to individual recipients, integrate links to digital and mobile communications, and leverage USPS Informed Delivery.

## Finishing

### Inline

Inline finishing solutions can eliminate touches in a run and greatly reduce the need for operator oversight. An analyst for InfoTrends reported that interviews with more than 100 print customers demonstrated “an appetite and a willingness” on their part to pay premiums of 24% to 89% over CMYK-only printing for print enhancements. Combining this appetite with automated, inline finishing/bindery options for digital production presses means **jobs that deliver customer delight and profit** at the same time.

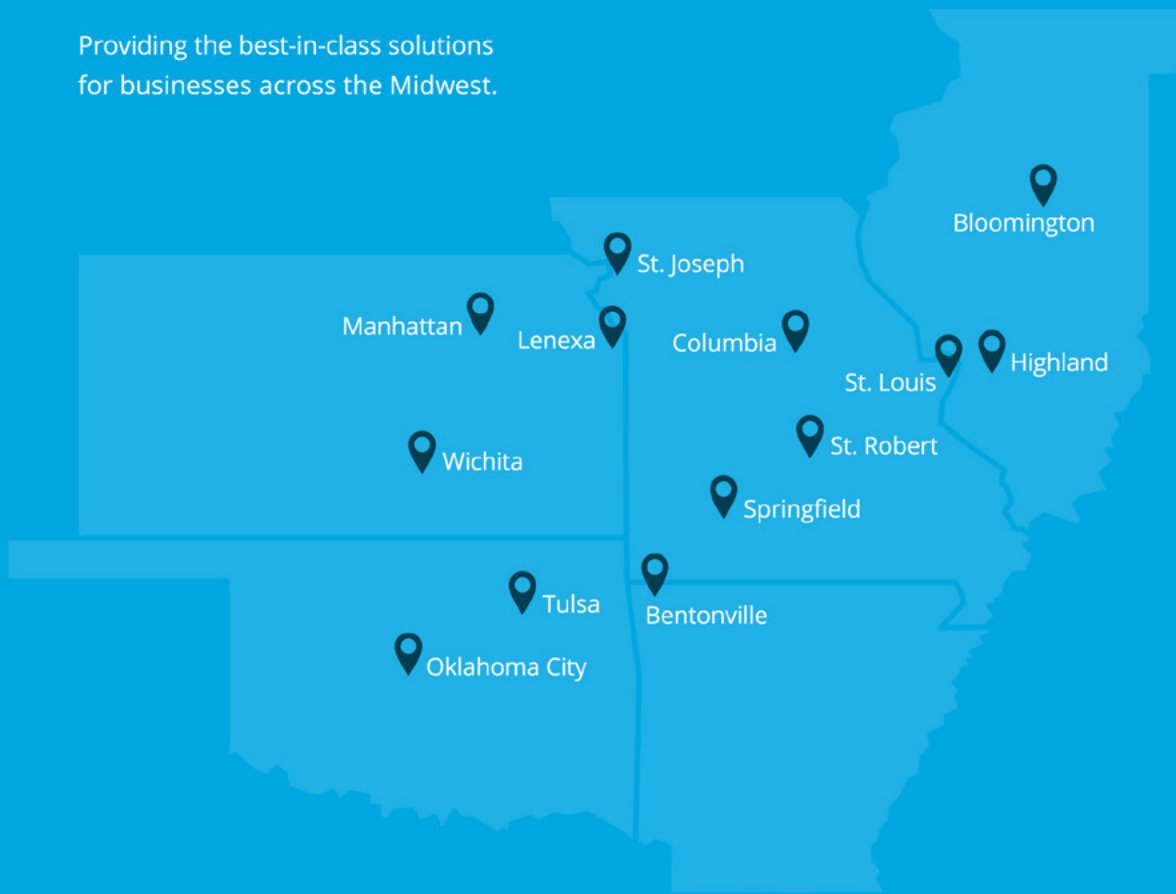
### Nearline

Every touchpoint in the workflow is money spent. Eliminate those touchpoints and enjoy faster turnarounds and better profits with nearline finishing. Automated nearline finishing solutions create labor efficiency as operators can be printing a job on a digital press while letting a “set it and forget it” capable finisher run in parallel without operator intervention. Because **nearline equipment isn’t tied to a single piece of equipment, it can flexibly support multiple presses.**



# Locations

Providing the best-in-class solutions  
for businesses across the Midwest.



SUMNERONE

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Printed on our in-house **Xerox Iridesse Production Press**.  
Finished on **Duplo 618 Cutter Slitter Creaser**.