



## **Océ North America**

Production Printing Systems  
100 Oakview Drive  
Trumbull, CT 06611  
203.365.7000

# **PRESS RELEASE**

---

**Contact:**

Stacy West  
Océ North America  
Production Printing Systems  
561-997-3337

[stacy.west@oce.com](mailto:stacy.west@oce.com)

[www.oceproductionprinting.com](http://www.oceproductionprinting.com)

## **Océ Gives McArdle Printing a Reason to Convert From Offset to Digital Printing**

*Océ ColorStream 10000 Flex system meets publishing application  
requirements  
with in-line stitching of lightweight media*

**TRUMBULL, CONN.** April 19, 2012 – [Océ](#), a Canon Group company and international leader in digital document management, today announced that McArdle has installed a [digital printing solution](#) that features the [Océ ColorStream® 10000 Flex](#) system with in-line stitching for producing print on full range of stocks from 30# lightweight opaque to 80# coated stock at full-production speed.

McArdle is one of the premier marketing service providers in the Washington-Baltimore region. They offer a full range of communication services – from design, cross channel marketing, branded storefronts, printing, mailing and fulfillment. McArdle is known for creating custom solutions for their clients to help them grow their business in new and innovative ways.

"McArdle is constantly investing in knowledge and technology in order to provide our clients with state-of-the-art, cost-effective solutions," said McArdle President, Lisa Arsenault.

### **Conversion from offset web to digital web**

The trend to short-run publications and Océ's ability to deliver digital features at production speed led McArdle to add digital continuous feed printing. "It's been a two year journey, in which the entire Océ organization demonstrated their commitment to help McArdle succeed," said Arsenault.

In addition to their commercial print applications, McArdle produces 200+ legal, regulatory and business publications each month. The book blocks are printed on

27# offset stock in black & white with spot color covers. Prior to becoming an Océ customer, the publications were produced on a Harris cold-set web with color pages produced from shells printed on Ryobi® duplicators, and offline bindery for side stitching and drilling.

Those print jobs will now be moved to the [Océ ColorStream 10000 Flex](#) digital web press printing in-line to the Standard Hunkeler CS6 rotary cutter. This will stack and output book blocks to a conveyor, or cut sheets can bypass to the in-line Standard Horizon StitchLiner 6000 Digital saddlestitcher. McArdle can now go from white paper roll to ready-to-ship, finished booklets with cover insertion and integrity checking, in one pass with no touch-points. McArdle chose the 4-color configuration of the Océ ColorStream 10000 Flex system, allowing them to print entire jobs including banner headings in-line and eliminating the need for preprinted shells.

Further automating the print process, the [Océ PRISMA®](#) workflow software provides 'lights-out' print production. Clients submit jobs at anytime using an FTP site and the jobs are dropped directly into the Océ PRISMAproduction® digital front-end software, automating the job ticket, preflight and imposition functions needed for efficiently printing digital applications.

#### **Automation and efficiency of end-to-end solution delivers savings**

Converting the daily publications over to digital will result in increased efficiencies; the streamlined workflow inherent to digital printing with in-line finishing requires fewer labor resources and the elimination of plates and reduced paper costs.

The [Océ ColorStream 10000 Flex](#) system is the ultimate machine for mixed color and monochrome print applications such as books and manuals. It offers distinct advantages:

- Excellent front-to-back print registration
- Ability to print on ultra-lightweight stocks
- Produces up to 1,515 black & white images per minute
- Optimizes its own speed, detecting black & white and full-color pages automatically while maintaining its high quality

"The Océ ColorStream 10000 Flex system is an ideal solution for McArdle," said Mal Baboyian, President, Production Printing Systems, Océ North America. "It

delivers on its promises and underscores our commitment to the publishing market and helping our customers succeed with digital printing.”

#### **About McArdle**

[McArdle](#), founded in 1947, has expanded beyond print to a dynamic communication firm that offers design, cross channel communication, data management/segmentation, custom direct mail and educational seminars.

###

#### **About Océ**

Océ is one of the leading providers of document management and printing for professionals. The Océ offering includes office printing and copying systems, high-speed digital production printers and wide format printing systems for both technical documentation and color display graphics. Océ is also a foremost supplier of document management outsourcing. Many of the Fortune Global 500 companies and leading commercial printers are Océ customers. The company was founded in 1877. With headquarters in Venlo, The Netherlands, Océ is active in over 100 countries and employs more than 20,000 people worldwide. Océ North America is headquartered in Trumbull, CT, with additional business units in Chicago, IL and Boca Raton, FL. For more information visit [www.oceproductionprinting.com](http://www.oceproductionprinting.com).

#### **Océ and Canon: Stronger together**

In 2010, Océ joined the Canon Group of companies with headquarters in Tokyo, Japan, to create the global leader in the printing industry. Canon develops, manufactures and markets a growing line-up of copying machines, printers, cameras, optical and other products that meet a diverse range of customer needs. The Canon Group comprises over 198,000 employees worldwide. Global net sales in 2011 totaled USD 45.6 billion. Visit the Canon Inc. website at [www.canon.com](http://www.canon.com).

#### **About Canon U.S.A., Inc.**

Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. With more than \$45 billion in global revenue, its parent company, Canon Inc. (NYSE:CAJ), ranks fourth overall in patent holdings in the U.S. in 2010† and is one of Fortune Magazine's World's Most Admired Companies in 2011. Canon U.S.A. is committed to the highest levels of customer satisfaction and loyalty, providing 100 percent U.S.-based consumer service and support for all of the products it distributes. Canon U.S.A. is dedicated to its *Kyosei* philosophy of social and environmental responsibility. To keep apprised of the latest news from Canon U.S.A., sign up for the Company's RSS news feed by visiting [www.usa.canon.com/rss](http://www.usa.canon.com/rss).

###

†Based on weekly patent counts issued by United States Patent and Trademark Office.

All referenced product names, and other marks, are trademarks of their respective owners.