Daniel Krzanowski (right), owner and CEO of booksfactory.eu: "Our vision is to become Europe's leading digital printing plant." Left, Edwin Piotrowski, Sales Manager at Muller Martini Poland.

"In Five Years Our Digital Production Will Increase Tenfold"

booksfactory.eu, a company located in the Polish city of Szczecin, has been firmly committed to the digital production of books for the past six years. In order to automate its processes even further, the short-run specialist has become the first bookbindery worldwide to connect its new Diamant MC 35 to the Connex.Info data and process management system from Muller Martini.

▶ In 2007, Daniel Krzanowski made a forward-thinking decision. The owner and CEO of booksfactory.eu committed himself to the digital production of books. Six years on his company has seven digital printing presses (full color and black/white) and is the leader in this segment in Poland. His goals are ambitious: "Today, digital print-ing accounts for around five percent of our total printing volume, but in five years that figure will rise to 30 or 40 percent," says Krzanowski. "I'm optimistic that our digital production will increase tenfold in the next five years. Our vision is to become Europe's leading digital printing plant." booksfacto-ry.eu, which employs 50 people in two shifts, comes into its own as a short-run specialist. "Our job volumes range from one copy, for which we charge a minimum fee of EUR 50, to 1000 copies or, in some markets, even 2000 copies," says Krzanowski. The products include scientif-ic works, specialist books and fiction. Some 80 percent are exported, mainly to

neighboring Germany and to Scandinavia and Great Britain.

"We work with brokers in several countries and have a presence at ten book fairs a year," says Krzanowski, explaining the secret of the company's (marketing) success. Currently, booksfactory.eu works solely with publishing companies, he explains. "We don't work with individual authors yet, but that could change in the future."

Doubled Hardcover Capacity

The innovative businessman is firmly convinced that digital book production will only be successful "if print finishing keeps pace with printing". That is why, prompted by its growing number of orders, booksfactory.eu invested this year in a solution from Muller Martini for the first time: a Diamant MC 35 bookline, which has doubled the firm's hardcover production capacity.

While evaluating the bookline, Krzanowski was impressed not only by the customer-friendly project support by Muller Martini Poland and the machine control system, which is ideal for short runs

– it controls the servos, so that these position themselves exactly in accordance with the machine data – but also by the "excellent" pressing of the books. "That means we can sell the very first book from a new production run."

Connex.Info Combined with Company's Own MIS

The company's own software, which has eight modules covering all steps from jobs to logistics, plays a significant part in the success of the short-run specialist based in Szczecin. "I'm not aware of any book producer far and wide that has such a high degree of automation," says Krzanowski with visible pride. "A book has so many parameters that a management information system is crucial when you have 40 to 50 different titles a day."

In order to combine the benefits of the company's own MIS, which is developed further on an almost daily basis, with the new bookline, booksfactory.eu connected the Diamant to the Connex.Info data and process management system from Muller

Martini (see box) as a world premiere. Processes, which previously had to be tracked manually in a time-consuming way, have now been automated even further. "That's naturally good for our bottom line," says Krzanowski with a grin.

booksfactory.eu focuses not only on the purely technical components of production, but also on human factors. "Smooth production processes are also important to our machine operators because we give them performance bonuses," says the company owner.   ◀

www.booksfactory.eu

Connex.Info Monitors and Evaluates Production

Management by numbers is becoming increasingly important to graphic arts businesses. That requires reliable production data, which Connex.Info, a module of the Connex data and process management system from Muller Martini, provides "just in time". The web-based solution Connex.

Info automatically records and collects the production data of the production lines connected.

The data, which earlier had to be laboriously collected by means of time sheets, is rapidly available and can be used for both technical production analysis and, via a

connected management information system (MIS), for business analysis and secondary calculations. Thanks to its clear user interface, Connex.Info provides users with a quick and comprehensive overview of the production data required.

Using a quick and intuitive selection function, employees can select the data sets to be analyzed, It selects, for example, first the relevant production line and then the production runs of the previous day, the whole week, the current month, the last month or all production runs already stored. Or it creates a filter with relevant links for job selection via an intelligent filter function. So that, for instance, all jobs with a run smaller than x copies are displayed.

booksfactory.eu can read the data from Connex.Info on a large screen.