



The Result

Since installing the Duplo DC-645 Digital Colour Finisher with a Rotary Score Module, Moonpig has not only increased its productivity and turnaround times with a more streamlined, semi-automated production line, it also offers the flexibility for Moonpig to introduce further card sizes and other customer offerings such as business cards, personalised postcards, place settings and CD covers.

Moonpig combines the DC-645 with printing onto SRA3 card from a HP 3050 Indigo printing press. By using the DC-645 it allows output to be easily switched between one large format card (A4 size); three square cards; four small cards; postcards; CD inserts and then folded business cards which are currently only printed for internal use. Up to 80 job programmes can be stored in the memory of the DC-645 which means that the change-over time between one job and another is reduced to almost zero, once again increasing productivity and allowing production to be switched instantly to another format so that reprints and single

items can be produced at the last possible minute in time to meet the guaranteed postal delivery time.

Peter Duquemin has been particularly impressed by the reliability of the DC-645 and the flexibility and response times of the Duplo after sales support team.

“One of the biggest benefits of the DC-645 is that it never breaks down!. On a day-to-day basis, I find it robust and quick, and in terms of reliability and productivity, I would have to give it 9.9 out of 10,” states Peter Duquemin. “The Duplo after sales support is also excellent, and although we appreciate its just not practical to expect them to reach us in 24 hours being on an island, we have been impressed with Duplo’s telephone support team, who were able to offer excellent diagnosis over the phone.”

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digital print finishing

Duplo Success Story: Moonpig



Moonpig, the online personalised greeting card company, is reaping the benefits of its investment in a DC-645 production colour finisher. Duplo’s intelligent finishing solution which combines the functions of slitting, cutting and creasing in one single pass, has enabled Moonpig to expand its product offering to customers as well as increase production output efficiencies.

DC-645 Production Colour Finisher



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The Company

Established in 1999, internet-based greeting card company Moonpig now boasts an ever expanding customer base of over 250,000. Moonpig offers a totally new concept in buying greeting cards by using the internet to allow customers to personalise the caption or image in best selling 'high street' greeting cards. This in turn allows the customer to create a card unique to them. Moonpig has recently relocated its production to its own high-tech print facility in Vale, Guernsey from where it prints, finishes and dispatches the personalised cards on a same-day dispatch policy.

The Challenge

With the rapid expansion of its business and the introduction of a variety of new card shapes and sizes, Moonpig was struggling to keep up with increasing demand. Whilst printing was no problem, the bottleneck was in the finishing area, particularly when handling its recently launched card sizes. To maintain and indeed

continue to grow its customer base, it was essential for Moonpig to increase finishing production efficiencies and increase turnaround times to ensure it met its same-day dispatch promise.

At the same time, Moonpig was determined to maintain production of the highest quality greeting cards, without compromising on the final look and feel of its product, and therefore perfect folding, scoring and finishing was a vital factor. More frustrating was the fact that conventional finishing machines on the market didn't offer the integral scoring function that was so key to the quality finish of Moonpig's cards.

The production team at Moonpig, led by company chairman Nick Jenkins set about finding a suitable finishing solution that would fit seamlessly into its existing print operation as well as offer the functionality, versatility and reliability to cope with the increasing demand for its irregular sized cards, as well as offer opportunities to introduce new products in the future.



The Solution

Moonpig had already been using Duplo's first generation Docucutter DC-545 intelligent finishing machine for a few years, so the obvious next step was to return to the Duplo team.

"Our timing was perfect, as Duplo had just launched a new Rotary Scoring Module for its second generation DC-645, which solved all our problems," commented Peter Duquemin, Production Manager at Moonpig. "The DC-645 had the ability to read the printed image and automatically adjust and compensate for a common problem of image shift. It trims, creases and slits in the right place around the image every time, and this reduces waste and ensures high quality and optimum productivity, which is just what we were looking for in a versatile finishing solution."

Developed as an optional added enhancement to the DC-645, the Rotary Score Module was introduced to overcome the loss of quality that occurs when sheets printed with a toner-based digital print engine are creased with a metal wheel. In the case of the DC-645 with the Rotary Score Module, the paper or card passes through a combination of forming wheels – thus

achieving a high quality result in one pass.

"The DC-645 with Rotary Score Module was key to unlocking the opportunity for greater flexibility and speed to handle the different card formats, enabling us to process a typical job requiring cutting on four sides with a centre crease at a rate of 1,560 sheets per hour," continued Peter. "In addition, the built-in memory and storage capacity of 80 preset finishing programmes has been particularly useful in handling the increased number of card sizes while at the same time, has reduced operator intervention, time and therefore costs. All in all, this has meant we can finish a more flexible print layout resulting in lower costs per card."

An integral CCD camera identifies the true position of the image on the sheet and adjusts the slit, cut and crease positions automatically. Any problems related to image drift are completely eliminated, which is ideal for Moonpig because inconsistencies in the dimensions of various paper stocks supplied by different paper merchants mean that the printed image can never be guaranteed to be consistently in the same position on every sheet.