

# Printers and Digital Imaging



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## HP D640 Success Story



### At a Glance

- **Organization:** Hauni Maschinenbau AG, Hamburg-Bergedorf, Germany
- **Industry:** Tobacco
- **Problem:** Set up a printing solution to handle multiple print-on-demand scenarios
- **Application:** High volume online printing of documentation sets and reference manuals

The company that was established by Kurt A. Korber on July 14, 1946 is now the world's leading supplier of equipment to the international tobacco industry. Hauni provides primary and secondary facilities and systems for cost-effective production of high-quality tobacco products. The company's main IT objective is to be innovative and anticipate developments in order to provide viable solutions to current problems.

Hauni is the head company of the Korber Group's tobacco machinery division. Hauni's Hamburg factory encompasses 120,000 square meters of space, and company-side, there are over 2500 PCs or terminals. A walk through the Hauni office buildings will convince anybody interested in information technology that the company is extremely well-equipped at all levels to meet present and future requirements.

Manufacturing management software is used to support central Hauni processes, which include the entire order processing sequence from offer to delivery, in addition to personnel management and finance/accounting. Many standard software packages are used in addition to special applications developed in-house.

### The Challenge

Hauni needed printers to support their entire order processing system. "POD" -Print on Demand-became their objective. Hauni needed a printing solution that could handle high-volume online printing of documentation sets and reference manuals.

Hauni required an entire printing solution with different types of printers in various locations with specific print speeds ranging from 24 to 70 PPM. They required print editing and output of more than 600 pages per minute of material coming from a variety of systems and in a variety of formats without any further sorting being needed.

### The Solution

Hauni assembled its own POD system using a number of HP D640 and other Hewlett-Packard printers, and PLOSSYS™ Output management Software from S.E.P.P. For the output of A4/A3 documents, they needed

to process and print PostScript, PCL or TIFF data. The HP D640 was the obvious choice.

Among the tested midrange printers, the HP D640 was the only one able to print pure image data (TIFF/G4) at the full rated speed of 40 pages per minute -even in duplex mode. When a print job is received, all graphic formats are converted to PDF.

"You can easily define and apply different processing rules (scaling, sorting, final processing, etc.) for each document type. Depending upon the processing rule, banners and trailers, separator sheets and assembly plans are added. Large formats from DIN A2 and upwards can be singled out as partial jobs, output to a high-performance plotter, and folded automatically. Based on the assembly plan they can then be easily sorted back into the documentation", according to S.E.P.P. representatives.

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### **The Results**

The first PLOSSYS™ POD system was put into operation in early February of 1998. In the first phase (see figure) the HP D640 midrange printers contributed to an output of up to 300 pages per minute.

Thanks to its ability to print scanned documents without borders, the HP D640s are particularly suited for use in document management systems. To enable the operation of each printing system at maximum speed, the print data is edited on powerful NT systems that are combined to form a failsafe RIP-Pool.

Already in the planning phase, is the extension of the POD system by another four HP D640 midrange printers, two AO laser plotters with a folding system, and the integration of 20-30 decentralized department printers (HP LaserJet 8000s) for a reproduction volume of 10,000,000 print jobs per year.

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