



Company name: Metzgers, Inc.

## New Business Opportunities Created by Instant-Curing Perfecting Plus Varnish Coating

Metzgers Printing & Mailing, based in Toledo, Ohio, is a printing company that has been growing rapidly over the last several years. It provides a range of customer-centric printing services ranging from offset to digital and web-to-print, services that have won customers' trust. To increase productivity as demand rises for color printing and provide more added value, in September 2015 Metzgers purchased a 9210P A1-size 10-color convertible perfecting press with an in-line coating unit and LED-UV curing unit.



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Front: Glenn Whaley, Operations Mgr.;  
Chris Manley, President of Graphco;  
Back: Dustin Kitchen and Mike Piasecki, Lead Pressmen;  
Rich Nadon, Production Mgr.;  
Tom Metzger, CEO of Metzgers

### Metzgers is expanding its business by adopting the latest technologies to meet customer needs

Since its founding, Metzgers has continued to adopt the latest innovative technologies to meet customer needs and has steadily grown its business through aggressive marketing. The company has three buildings on an expansive (13,000 m<sup>2</sup>) company site, where it offers one-stop service for everything from printing to post-press processing. At present its wide range of business services include offset printing, digital printing, web-to-print business, print output services, mailing services, and electronic book printing. Its customer base extends from Ohio throughout the Midwest.

### Introducing the 10-Color 9210P with LED-UV Greatly Boosted Production Capacity

Metzgers has considered it very important to introduce new equipment as demand has risen for color printing. The company previously used three presses to meet customer needs—a 1,050

mm format 4-color convertible perfecting press, 1,050 mm format 6-color straight press, and B2-size 6-color straight press. But work from the company's main customers began shifting to four-over-four and five-over-five perfecting, and there was overflow with the existing equipment, a situation that continues. To vastly improve its production capacity, as a replacement for the existing 1,050 mm format 4-color

and B2-size 6-color presses, in September 2015 Metzger introduced the 9210P—an A1-size 8-color convertible perfecting press. The 9210P has a convertible perfecting device and LED-UV curing unit at the delivery section for one-pass instant-curing printing. In addition to offset printing, the press has an inline coating unit for varnishing.

The reason for choosing the LED-UV press according to CEO Tom Metzger is: "The UV ink for LED-UV curing does not contain any VOCs, making the environment safe for operators. Also, the LED-UV curing unit consumes much less electricity than a UV lamp. Productivity



The 9210P supports growth at Metzgers

and printing quality are very important aspects for running a printing business, but the environmental aspect also cannot be forgotten. We have solar panels on our roof that generate over 144,000 kW/h of electricity annually for our two plants. The LED-UV curing unit fits in well with the environmental consciousness that we promote as part of our management policy."



Metzgers' TV commercial promoting LED-UV curing

### Achieving High Cost Performance by Handling Everything from Short- to Long-Run Printing

Metzgers is using the 9210P primarily for commercial printing of short-run jobs such as catalogs and leaflets, and it operates at full capacity around the clock. They also handle orders for printing on heavy stock packages, gloss finishing, and faux embossing. Recently the company received large-lot orders for over 300,000 copies of furniture catalogs and educational magazines printed on thin-sheet stock. Metzgers is very satisfied with the performance of the 9210P, as its excellent efficiency and cost performance has helped the company generate new demand.

CEO Tom Metzgers spoke of his expectations for the 9210P. "Since bringing in the 9210P, we have become able to provide high printing quality with quick turnarounds to a wide range of customers throughout the Midwest, and we can offer value-added printing with the coating unit. I'm sure the 9210P will significantly help us stay highly competitive and maintain steady growth."