



# King Printing and Rotolito Lombarda form global alliance for book distribution

In 2010, King Printing and Rotolito Lombarda each invested in a HP PageWide Web Press T300. When their principals met, they found they had more in common than just new presses. They stayed in touch, sharing technical information and techniques for improved performance. Their presses now provide a platform for distributed printing, cutting time-to-market and taking book publishing into a new era.



**Industry sector:** Publishing

**Business name:** King Printing Co., Inc.

**Headquarters:** Lowell, Massachusetts, USA

**Website:** kingprinting.com, adibooks.com



**Business name:** Rotolito Lombarda Spa

**Headquarters:** Milan, Italy

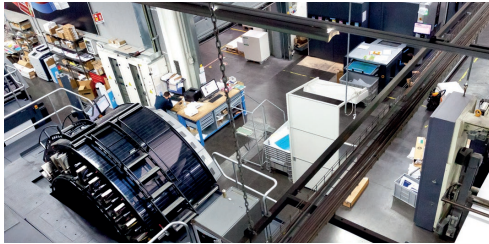
**Website:** rotolitolombarda.it



## Challenge

“Cutting time to market is an extremely important factor in today’s book market. The sooner a book is on the shelves, the sooner it is making money. Apart from actual shipping times and costs, clearing customs can, in some instances, add days to delivery times. Reducing that time and cost is something that King Printing and Rotolito Lombarda can do working as partners.”

Adi Chinai, managing director, King Printing Co., Inc.



## Laying the foundations for a new age of books

In 2010, two companies, Rotolito Lombarda, of Milan, Italy, and King Printing, of Lowell, Massachusetts each invested in HP PageWide Web Press T300s to enable cost-effective short-runs of books, streamline workflows and drive savings. Rotolito Lombarda and King Printing had also chosen inline folder/gatherers from HP Finishing Partner Müller Martini. “Book blocks from the press are moved to near-line finishing lines for perfect binding or case book production,” says Emanuele Bandecchi, sales and marketing director, Rotolito Lombarda Spa.

“Knowing the similarities of our presses and their configurations, our HP representative introduced us at Hunkeler Innovation Days 2011,” explained Adi Chinai, managing director, King Printing Co., Inc.

“We stayed in touch and exchanged technical information about color, paper and the types of products we produced, as well as tips on how to improve performance and print quality. We visited each other’s companies,” Bandecchi says. “We found we had very similar corporate cultures and shared similar attitudes towards customers and book production.”

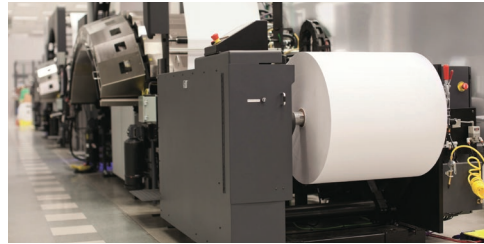
The synergy Chinai and Bandecchi found was not as predictable as it may seem. Apart from a difference in size, today, following upgrades and further installations of HP PageWide Web Presses, King Printing is 99 percent digital, while Rotolito Lombarda is 90 percent conventional. Nonetheless, through their continued discussions, Chinai and Bandecchi realized there was an opportunity to work together.

“We also began to see how we could offer our respective customers and other publishers a way of benefitting from digital and distributed printing,” Chinai says.

## Solution

“The core concept of the global alliance was to assist clients who needed product in Europe, or Asia, or across America; rather than have to deal with multiple vendor sources, they can come through one touchpoint at King Printing or Rotolito Lombarda.”

Adi Chinai, managing director, King Printing Co., Inc.



## Creating a global alliance for distributed printing

“Our partnership is based not only on our common technology – HP PageWide Web Presses – but also on a very similar corporate culture. This fosters the high level of understanding and trust that has made it possible to offer our customers a unique service,” explains Chinai.

In just over a year, the global alliance has produced books for publishers all over the world.

“It works both ways,” says Bandecchi. “Work for European publishers has been printed in the US and distributed across America, Canada and Latin America. Books printed in Italy have been distributed to Europe, Africa and Asia.”

Bandecchi and Chinai see one of the important keys to the success of their venture as keeping it simple.

“No matter where the job originates, is printed or is distributed to, there is one purchase order, one set of files and one invoice,” Chinai says. “This is a degree of simplicity and transparency that has not existed before.”

Rotolito Lombarda uses its HP Indigo 7800 Digital Press, or its HP Indigo 10000 Digital Press to print covers for books printed on the HP PageWide Web Presses. At King Printing, covers are printed offset or dry toner digital. Both companies have laminating, foiling and embossing capabilities to supply virtually identical books.

## Result

“The future of printing using digital and electronic media will be more and more geographically personalized, depending where it is placed and who will be reading it. Shared platforms and Cloud content will be a big part of this.”

Emanuele Bandecchi, sales and marketing director, Rotolito Lombarda Spa



## Helping publishers better serve their readers

The range of the books printed by each company illustrates the diversity of the vertical markets served by its publisher-customers. “We print a lot of trade paperbacks and educational books,” says Bandecchi. “The mono and color books are ideal for printing on the HP PageWide Web Press. We also do a lot of scientific and technical manuals as well as text books and workbooks.

“Educational publishers are also very much involved in creating electronic content,” he continues. “In some cases, it’s an alternative to print, but in others, it’s complementary.”

Recognizing the electronic element to contemporary publishing is essential, according to Chinai.

“We are planning to add another company to the global alliance,” he explains. “This one is an expert on electronic content and would enable us to offer a full service – print and electronic – to our customers, worldwide.” The HP PageWide Web Presses have enabled distributed book printing, meeting quality and cost requirements of customers. Yet, reconciling the role of print and electronic media platforms is in its early stages, and suitabilities and preferences are only beginning to emerge.

“Print is still alive; the book is still alive; we’re just taking it through its next stage of evolution,” Chinai concludes.