

# Bridgeport National Bindery

## On-Demand Book Production Company Achieves ROI After 11 Months with Challenge Machinery Book Trimmer

*“Since we installed the CMT-330, it has processed one-third of our total plant output, which is up to 200,000 books per month. Pretty good for a five-figure investment.”*

**Bruce Jacobsen,**  
*Executive Vice President, Bridgeport National Bindery*



During its first 61 years in operation, Bridgeport National Bindery (BNB) served traditional library bindery clients. In 2003, the company installed its first digital printers and began serving the complete short-run book production needs of its rapidly growing on-demand customer base. A few years later, complete on-demand book production had become a significant part of BNB's business. Most of BNB's on-demand jobs were ultra-small quantities, which led to a new set of operational challenges.

### The Challenge

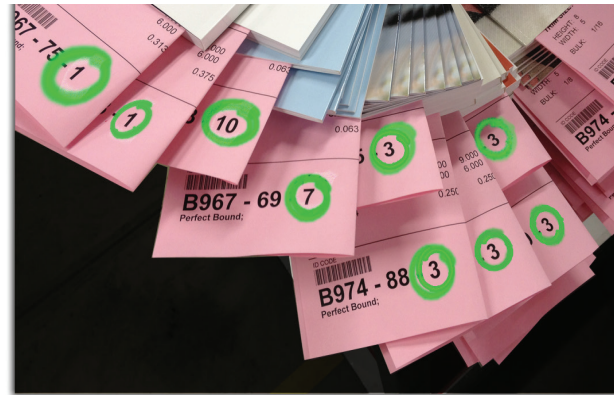
BNB had to find a way to reliably produce up to 8,000 perfect-bound books per day. Most of BNB's jobs feature production quantities of 10 or fewer – in other words, 1,000 (or more) different jobs can flow through its perfect binding department each day. Reducing makeready times to a bare minimum was a clear key objective.

“Our perfect binding workflow wasn't optimized for on-demand production,” said Bruce Jacobsen, Executive Vice President. “Most notably, our trimmer did not integrate

with our perfect binder for fully-inline production, making quick turnarounds more challenging.”

Equipment reliability was also a pressing need at BNB. “Reliability is paramount in on-demand book production,” Jacobsen said. “Bridgeport’s continued success in this market depends on our ability to say ‘yes’ to tough turnaround schedules.” To ensure clients always have a solution when they need it, Bridgeport runs three continuous eight-hour production shifts three months a year, and two shifts the rest of the year.

To expand its presence in the blossoming on-demand market, BNB needed a fully inline trimming solution that could maintain consistently high production speeds, with minimal stoppages for maintenance and parts replacement.



**The Challenge:** How to produce hundreds of small jobs... every shift. **NOTE:** All of the numbers circled in green are actual production quantities of BNB jobs run on 12/10/12.

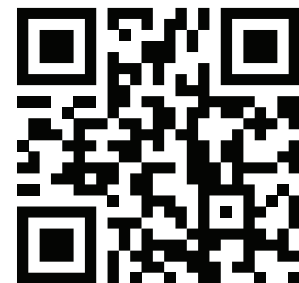
## The Solution



The trimmer also offers job storage memory up to 99 positions as well as automated feeding, stacking, and job programming. These features allowed Bridgeport to achieve more efficient production and greater throughput in its perfect binding department.

Additionally, most CMT-330 parts are custom-engineered to rarely need maintenance or replacement, delivering the reliability BNB – and its customers – desired. In case the need

BNB chose the CMT-330 three-knife book trimmer, Challenge Machinery’s premier book trimming solution for the short-run, on-demand market. The CMT-330 integrates with perfect binding equipment for fully inline production. With the CMT-330, BNB could now consistently set up jobs in as little as ten seconds.



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for maintenance or parts replacement did arise, the CMT-330 was supported by an extensive warranty as well as Challenge's responsive, knowledgeable service team.

## The Results

*"After installing the CMT trimmer, our production efficiency skyrocketed and soon we were producing 2,000 books a shift - a 250% increase."*

Like many graphic arts companies, BNB usually expects to break even on capital investments within three to five years. However, eleven months after installing the CMT-330, Bridgeport calculated that the machine had already paid for itself.

This rapid return on investment occurred because the CMT-330 created exceptional production efficiencies in BNB's perfect binding department. By making inline production possible, the CMT-330 allowed BNB to improve overall plant efficiency: the two extra employees no longer needed to run the trimmer could now be used for other projects. The CMT-330's inline production – and other efficiency-improving features – also resulted in dramatically increased perfect binding throughput for BNB.

"With our old trimming equipment, we could produce about 800 books per eight-hour production shift," said Jacobsen. "In fact, after installing the CMT trimmer, our production efficiency skyrocketed and soon we were producing 2,000 books a shift - a 250% increase."



Today, softcover perfect binding represents approximately 60% of BNB's workload (the other 40% is hardcover binding). The CMT-330 is BNB's workhorse trimmer for softcover projects. As the on-demand market – and BNB's output – continues to grow, BNB is considering the purchase of another CMT-330. "Since we installed the CMT-330, it has processed one-third of our total plant output, which is up to 200,000 books per month," Jacobsen said. "Pretty good for a five-figure investment."

## **About The Challenge Machinery Company**

The Challenge Machinery Company is an industry leader in providing innovative solutions for graphic arts companies worldwide. Located in Norton Shores, MI, Challenge offers a wide range of high-quality print finishing equipment, including paper cutters, book trimmers, paper drills, cornering machines, joggers, and more.

## **About Bridgeport National Bindery**



Based in Agawam, MA, Bridgeport National Bindery offers softcover perfect binding, hardcover binding, and printing services for the on-demand market. Until recently, BNB served the hardcover binding needs of publishing companies. In 2003, the company started binding books for on-demand printers, and gradually transitioned into offering complete book production services. Today BNB serves a nationwide customer base that includes on-demand publishers, quick printers, and consumer products businesses.

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