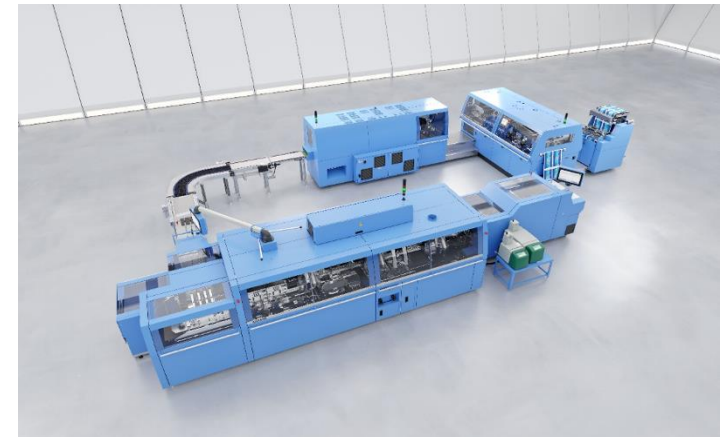


WhatTheyTh!nk

Finishing & Embellishment

Patrick Henry, WhatTheyThink

Richard Romano, WhatTheyThink



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- SEND US YOUR QUESTIONS DURING THE WEBINAR
 - Q&A box is at the bottom of your screen
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Continuous to Stack: Revolution 50 AutoSetup



Sitma: e-Wrap 2.0



Sheetfed to Cut: Stack 1212

This session, sponsored by Tecnav, will give you the lowdown on new features, capabilities, and applications that can give your business a competitive edge.

- What you'll learn:
- New developments and trends in binding and finishing.
- The latest in digital embellishment technologies.
- New products from major industry vendors.
- New trends, features, capabilities, and applications.

DUPLO DC-76 SLITTER-CUTTER-CREASER

- Speed up to 50 sheets per minute
- Input paper size 8.26" x 8.26" to 14.56" x 26.37"
- Up to 10 slits, 30 cuts, 20 creases per sheet
- Stores 250 jobs in memory



HEIDELBERG STAHLFOLDER TH 66 FIRELINE

- Enables cutting and folding in the same operation
- Trimming in the guillotine is no longer necessary
- The system can be preset automatically based on the job parameters from the Prinect workflow with virtually no operator intervention



WhatTheyTh!nk

MB0 T960 BUCKLE FOLDER

- Designed wide to handle press sheets up to 37.75" x 57"
- Quick changeover to landscape folding for standard sheet sizes such as 23" x 25"
- Simplified user interface for fast setup and changeover



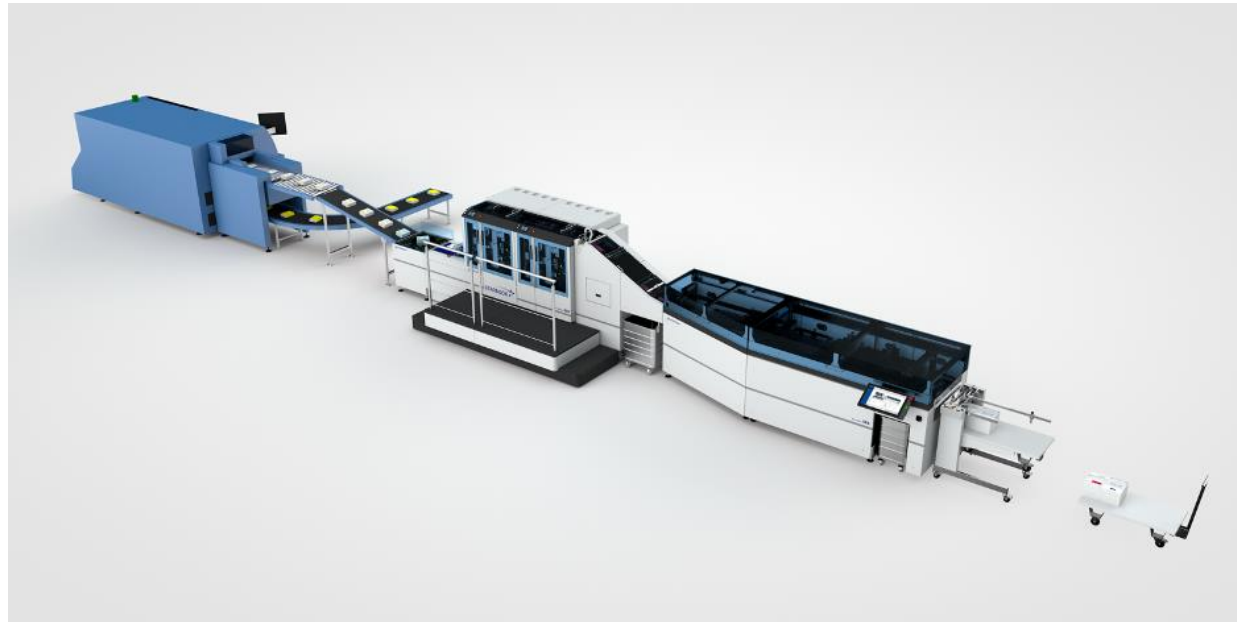
HUNKELER STARBOOK SHEETFOLDER

- Produces book blocks from single sheets or from 4-, 6-, and 8-up printed sheets
- Adjusts automatically for short runs and book-of-one output
- Combines sheets from different papers to form a book



HUNKELER STARBOOK SHEETFOLDER WITH MULLER MARTINI VAREO PRO PERFECT BINDER

- Designed for nearline or inline production with digital sheetfed printers
- Produces soft- and hardcover books with variable page counts and spine lengths
- Delivers book blocks at up to 1,000 units per hour



HORIZON BQ-500 PERFECT BINDER

- Supported by iCE LINK, a cloud-based machine management system for JDF/JMF workflows
- Extensively automated for quick setups and variable production
- Produces up to 800 books per hour



TECNAU c7 CUTTER

- Designed for quality bleed edges on heavy papers
- Speed up to 492 fpm
- Supports paper weights from 60 gsm to 400 gsm
- Accommodates web widths up to 23"



TECNAU CUTREADY

- Consists of the Unwinder u9, TC 7000 TS cutter, TC 0250 shingling conveyor, and optional TC 0040 vibrating collecting box
- Produces groups of sheets of variable length at up to 330 fpm
- Application changeover via 2D barcode or preprogrammed job definitions



TECNAU REVOLUTION 50 STACK 5251L AUTOSETUP



WhatTheyTh!nk

DUPLO 700i BOOKLET SYSTEM

- Produces 50-sheet booklets at up to 5,200 booklets per hour
- Sets up stitch, fold, and trim settings in under 60 seconds
- Stores an unlimited number of jobs
- Supported by Duplo+ Insight, a cloud-based machine management system



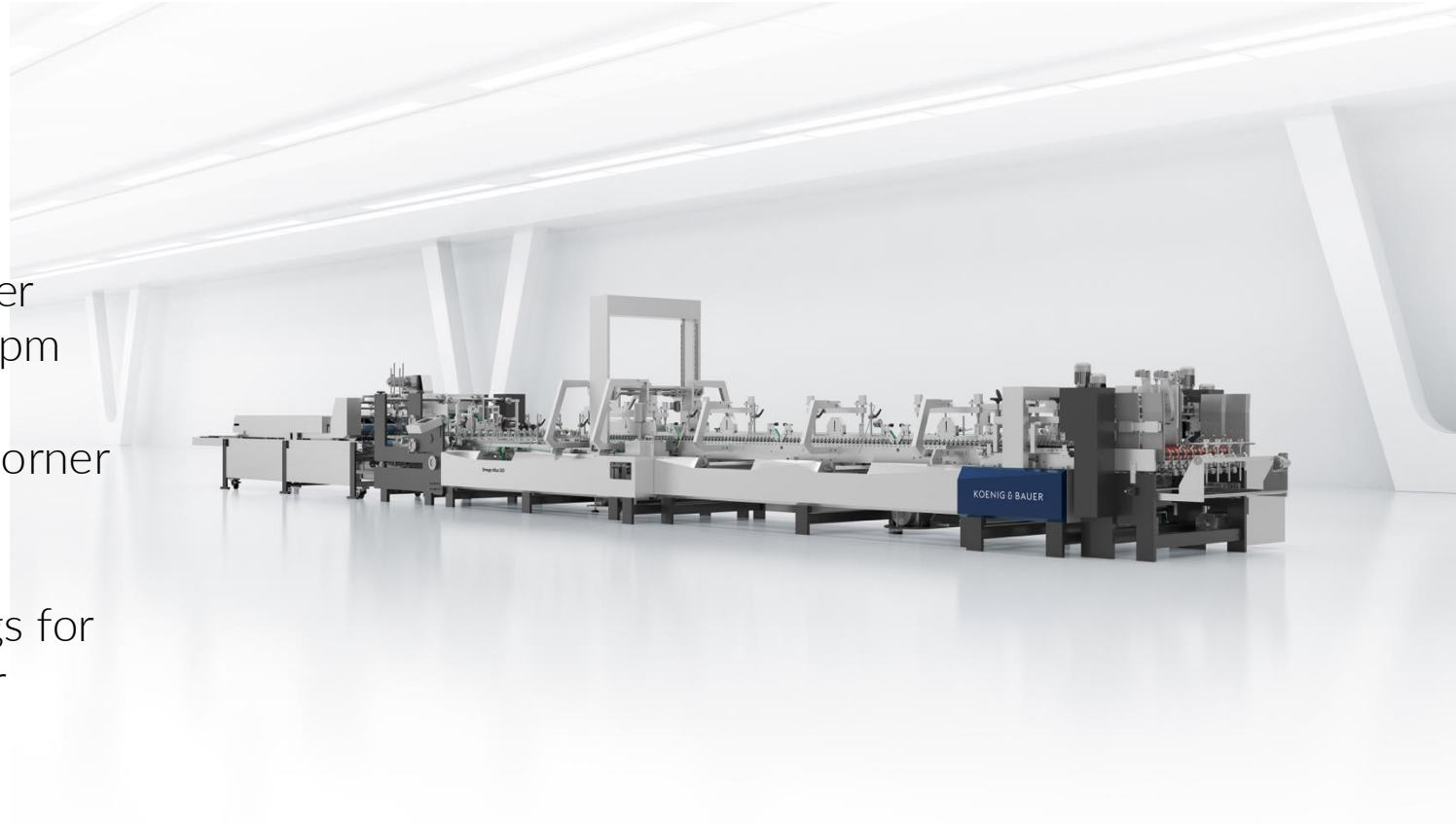
DUPLO iSADDLE SENSHI

- Combines scoring, stitching, folding, and trimming units in one system
- Stitches booklets up to 120 pages at full speed
- Automatic job setup in under 60 seconds by indicating a custom paper size
- Integrates job data with MIS



KOENIG & BAUER OMEGA ALIUS

- Gluing speeds over 600 mpm / 1,968 fpm
- Offers 4- and 6-corner gluing
- Automatic settings for makeready in under 10 minutes
- Connects to LogoTronic production management system



ROLLEM INSIGNIA SERIES DIE CUTTERS

- Die cutting, kiss cutting, perforating, creasing, cut scoring, and embossing on stocks up to 30 pt
- Speeds up to 5,000 sph
- Flexo-magnetic dies for quick changeover
- Three sizes: 20" x 20", 24" x 30", 24" x 24"



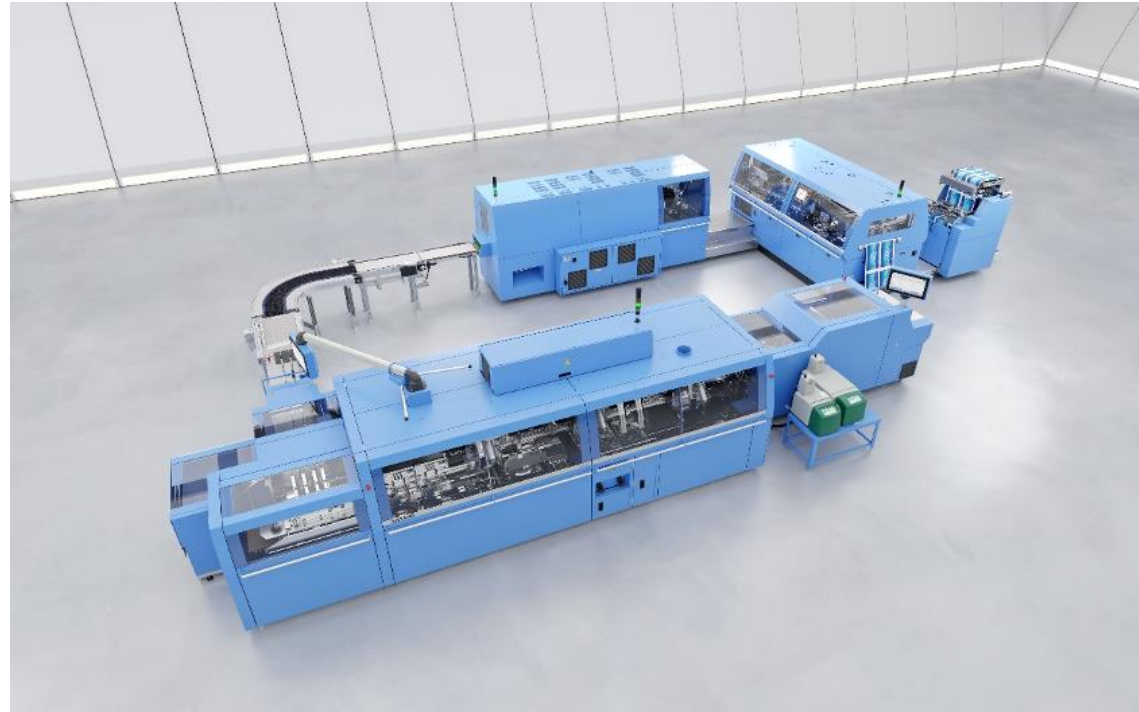
MBO SC23 SINGLE SIDED COATER

- Applies and cures flood or registered UV coating on either side of the printed web
- Handles web widths from 8" to 23" at up to 800 fpm
- Uses quick-change photopolymer plates
- Can be installed anywhere in a rollfed finishing line



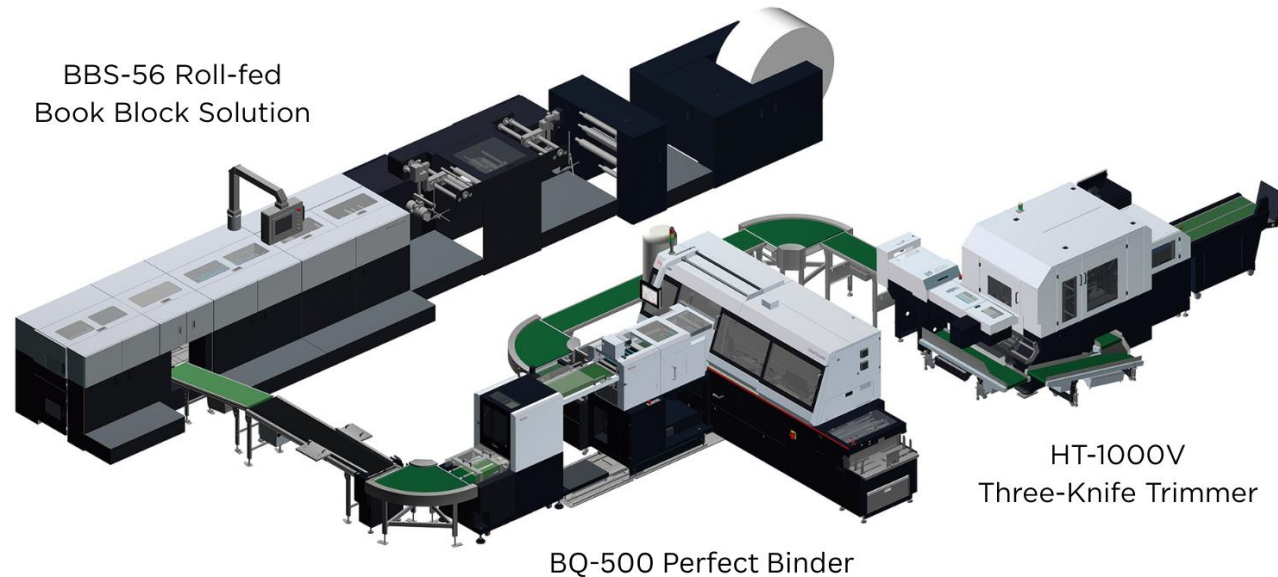
MULLER MARTINI SIGMALINE COMPACT WITH ANTARO DIGITAL PERFECT BINDER, INFINITRIM TRIMMING ROBOT

- “Smart factory” production cell for ultra-short runs from PDF to finished book
- Produces up to 200 copies per hour
- Fold formats can be changed in less than 10 seconds
- Supports MM’s Connex automated workflow system



HORIZON BBS-56 ROLL-FED BOOK BLOCK MAKING SYSTEM

- Complete roll-to-perfect-bound book production system for short to medium runs
- Max output of 800 books per hour
- Unwinding speed is automatically adjusted via sheet-level barcode scanning
- Perforated web can be folded as 4-, 6-, or 8-page signatures



 **STANDARD** **Horizon**

WhatTheyTh!nk

STANDARD HUNKELER HORIZON ROLL-TO-BOOKLET SOLUTION

 STANDARD



- Roll to finished booklet production at up to 6,000 stitched booklets per hour

- Nonstop production on a wide range of stocks at up to 600 fpm

- Fully automated setup and variable sheet-count bookletmaking

WhatTheyTh!nk

MECCANOTECNICA MULTIFUNCTION BOOK FINISHING LINE



- Combines four machines in one fully automated finishing line for both thread-sewn and perfect-bound books
- Provides softcover and hardcover finishing for different jobs within the same roll
- XML workflow lets machines retrieve production data and changeover information via barcode scanning

MAY/2025

THE STATE OF

DIGITAL



EMBELLISHMENTS

RICHARD ROMANO

KEVIN ABERGEL

WhatTheyTh!nk

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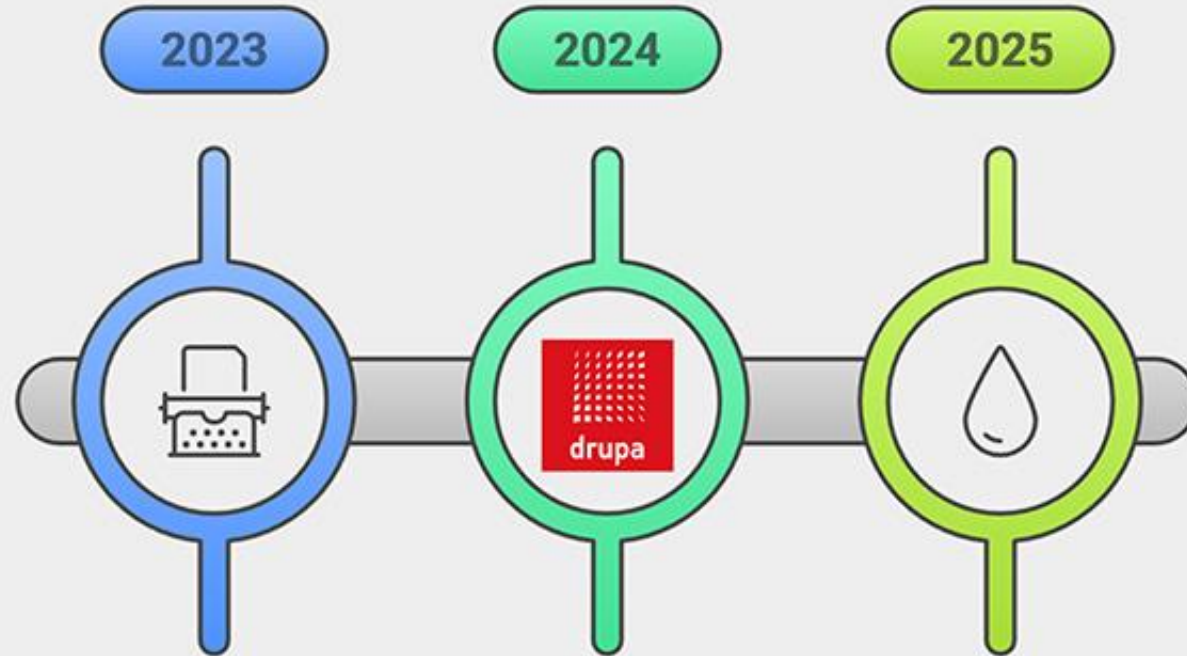
EVOLUTION

- Significant growth in technological maturity and commercial adoption
- Shift from exploratory use to profit-driven integration
- Broader application across marketing, packaging, and commercial print
- Transition from being seen as premium add-ons to strategic tools
 - 2023: Still viewed as novel by much of the market
 - 2025: Clearer understanding of profitability and customer impact
- Adoption is growing, but barriers still remain for full-scale implementation



THE DIGITAL EMBELLISHMENT

STUDY OVERVIEW



Initial study focused on fifth-toner option on digital presses

Embellishment drupa" Major industry event with new vendors

Expanded study covering all digital embellishment technologies

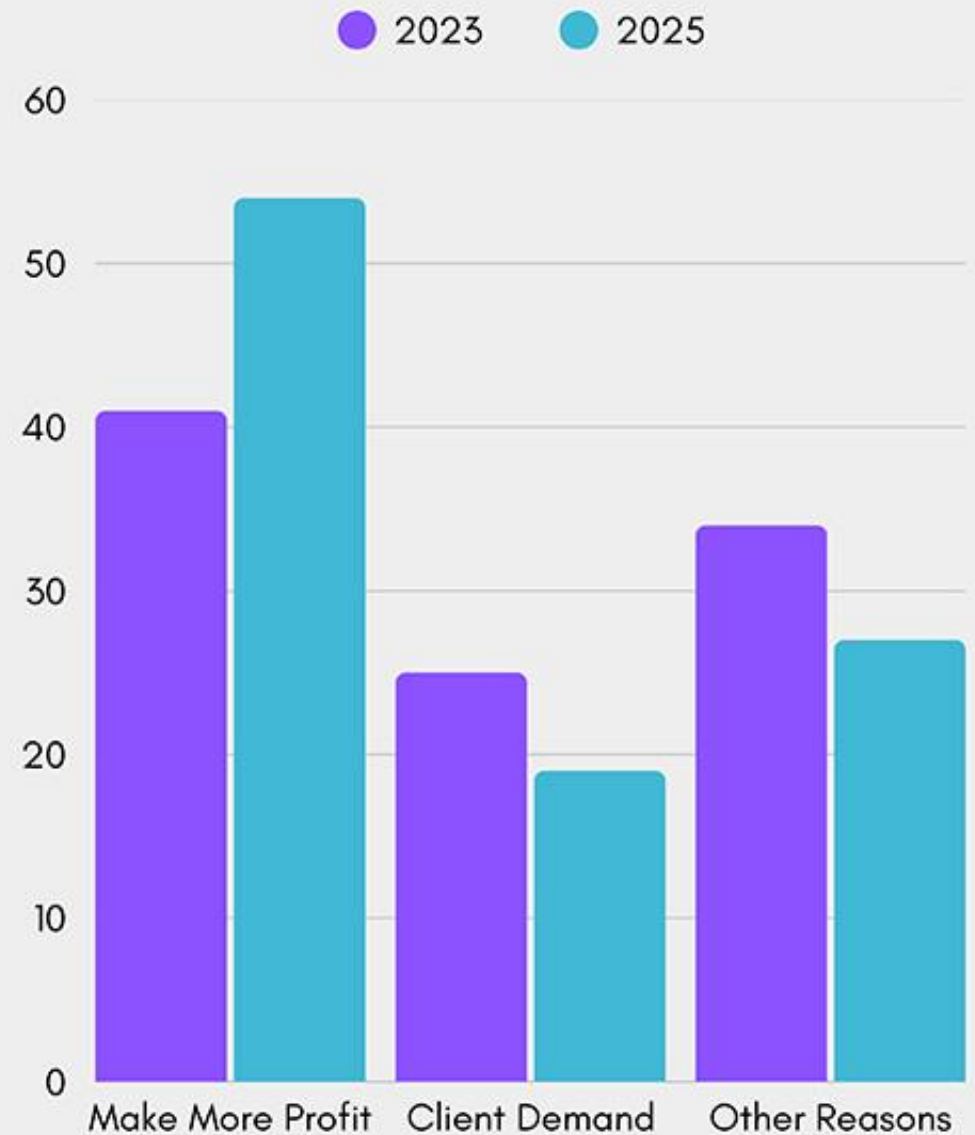
MARKET OVERVIEW

- Transformed print from purely functional to **sensorially engaging**
- Businesses demonstrated:
 - Increased frequency of use
 - Stronger investment rationales
 - Deeper market penetration
- Persistent challenges remain:
 - Sales enablement
 - Value communication to clients



INVESTING

- **Profit generation** emerged as the primary driver
- Indicates growing recognition of business value and ROI
- Reflects shift from reactive adoption to proactive implementation by printers



THE STUDY RECAP



PURCHASE THE STUDY

<https://store.whattheythink.com/downloads/2025-digital-embellishment-study/>

Embellishment Study Webinar

To watch a special Webinar highlighting the full results of the study, presented by Kevin Abergel and Richard Romano, please visit whattheythink.com/webinars/296/.



Q&A

Upcoming Webinar

- September 24—GelatoConnect 2025 Peak Season Playbook

For more information and to register visit whattheythink.com/webinars

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Thanks for joining us!