

## Carlisle Construction Materials

# Production Print

Case Study



## OVERVIEW

In September, 1917, the Carlisle Evening Herald announced a new rubber factory was coming to Carlisle named the Carlisle Tire and Rubber Company on North 9th Street.

From its humble beginnings of a company with a contract to make inner tubes for tires for Montgomery Ward, Carlisle Construction Materials (CCM) has grown to be the largest commercial roofing manufacturer today. They revolutionized the roofing industry by creating single-ply rubber roofing for some of the newest and largest buildings in the country.

Through a constant focus on innovation in building materials, today CCM is a leader in building envelope products for commercial, industrial and residential buildings.

## CHALLENGE

CCM has 41 locations across the country for whom the Headquarters must provide printed marketing materials. Printing was being done with two offset printing presses. After a water main break flooded the entire print shop in 2002, CCM decided to take the plunge into digital printing. They had several challenges including:



### Print Shop Inefficiency

Offline bindery processing of booklets meant longer production times for materials



### Reduced Print Quality

Offset production capability reduced print quality and lower print efficiency

# RESULTS

According to CCM Print Shop Manager, Tim Corby, they realized the following improvements by implementing digital production print with Fraser:

- **Elimination of all back-end bindery work**
- **Offset to digital printing vastly increased print quality and efficiency**
- **Implement just-in-time inventory control enabling same-day print and distribution capabilities in real-time upon order submission.**

Mr. Corby saw real results from the transition from offset to digital print. He said, "Through Canon's ImagePRESS printer, the inline brochure bindery functions have exponentially accelerated production time and efficiency. By eliminating manual bindery functions, Fraser offered solutions to immediately impact CCM's production time and enable print-of-demand (POD) processes. The POD process reduces inventory turnaround and empowers CCM productivity and time savings."

When asked why CCM enjoys doing business with Fraser, his answer was simple. "Fraser's attention to timely and efficient service is an excellent differentiator in the local print industry."



## SOLUTIONS

Fraser Advanced Information Systems worked with CCM to conduct an audit of their current print shop environment and recommended the following solutions:

### Improve Print Efficiency

▶ CCM moved to a digital print environment with new Canon ImagePRESS printers. This eliminated the long setup times needed in offset print and allowed CCM to save money by using cost-effective short print runs.

### Improve Finishing Options

▶ By adding knife trimming cut capability, stapling and saddle presses, CCM eliminated back-end bindery work and increased production and order capacity.

### Promote Just-In-Time Print

▶ Fraser's print solutions helped promote just-in-time inventory control. This allows CCM to enable same-day print and distribution capabilities in real-time upon order submission.

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