



Graphics Inkjet  
SM Finishing  
Case study

# Print finishing specialist increases production by 25% with Videojet BX6500 inkjet printer

SM Finishing is a well-established, thriving print finishing specialist based in the heart of England, which has been effectively run by current owners, Gary Benner, Lee Skinner and Tony Palethorpe since 2004. Collectively they have 90 years' experience in the industry and are committed to providing the best possible customer service.

The SM Finishing comprehensive range of services include tipping on and attaching, inkjet personalization and one-piece mailers, as well as a number of additional print finishing processes such as folding, gluing and trimming. The company manages a varied customer base of all business sizes across the country, including printers, marketing companies and direct mail houses.



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**Richard Hallam, Machine Operator  
SM Finishing**



**With job quantities ranging from a few thousand to several million items, SM Finishing believes in providing choice, flexibility, and unbeatable quality at the best value.**



**As part of this commitment to flexibility and value, the company carried out research to ensure that they were offering the best services for their customers. As a result, they realized that having the capability to offer an inkjet personalization service in-house, rather than outsourcing, would allow them to help their customers save time and money by not having to supply pre-personalized materials. It also allowed SM Finishing to apply their high quality approach during the entire production cycle of a project, giving them better overall control of project delivery.**

In search of the right solution, SM Finishing approached Videojet and one other supplier to submit proposals for inkjet personalization. The solution needed to be integrated into most of SM Finishing's existing equipment and handle varied data requirements. Integration was a key driver in the decision on which solution to choose, due to the need for absolute flexibility in incorporating the printer at any point on the line where personalization may be required.

Jon Unwin, Graphics Sales Manager at Videojet, visited the SM Finishing site in order to fully assess the requirements and advise the best solution for what they were looking to do. Impressed by the level of Videojet knowledge and expertise, the company felt the quality of technology and its capabilities offered a superior level of performance compared to other options available. Gary Benner, Managing Director explains, *“The price was very affordable for what it [the BX6500] can do. We were also very impressed by Jon with his in-depth industry knowledge. His understanding of our requirements and his comprehensive approach to putting together a proposed solution for us.”*

As a result, SM Finishing chose the Videojet BX6500 series single head printer. Following a highly successful installation, the SM Finishing team has been delighted with the added value the BX6500 has delivered in terms of improved uptime, ease of use for operators and the capability of loading data for individual jobs.



“The BX does exactly what it promises. We can set the printer running on a job and not worry about it. It just runs and runs,” adds Benner.

Machine Operator Richard Hallam went on to describe the user benefits of working with the new system. “Overall, I have found the system easy to use and maintain. It has a user-friendly interface and is very adaptable with print options, including bar codes and images. On the few occasions we have required assistance, Videojet has always been helpful and just a phone call away.”

The BX6500 has helped SM Finishing to handle jobs involving millions of personalized pieces which include name, address, sequential number and mailsort 2D bar code in a 51mm print band. This is all achieved effortlessly, processing at any speed the job requires. Having the speed dictated by the job, rather than by the printer has helped SM Finishing significantly increase throughput and overall productivity.

For example, the company has realized a 25% increase in production of jobs due to the logistics of how jobs are now produced. On one particularly large monthly project, they saw a 30% increase in profitability through being able to offer a full, quality inkjet personalization service using the BX6500.

After-sales support is critical when dealing with the jobs and volumes that SM Finishing does. The ability for Videojet to deliver on exactly what was promised helped ensure any queries were quickly resolved, and the technical phone support delivered valuable savings in time and cost, allowing the job to get back on track. Benner added, “The biggest thing has been the quality of the support provided by Videojet. I know that I, or any member of the team, can pick up the phone and the support is there. You just can’t put a price on the value of such support.”

Every job undertaken at SM Finishing is done so with a professional, project managed approach to help ensure satisfactory results, without compromise. This consistent quality of service is mirrored in the Videojet work ethic, leading to a strong supplier and customer partnership that we hope continues into the future.

“When the time comes to upgrade or replace our printers, we absolutely wouldn’t change from Videojet. Simple as that,” concludes Benner.



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