

**Bindereport**

**Trade journal for bookbinding and finishing**

Schlütersche Verlagsgesellschaft mbH & Co. KG, Hannover

Issue 12|2007

Main emphasis: Efficient book production

Osnabrücker Straße 77

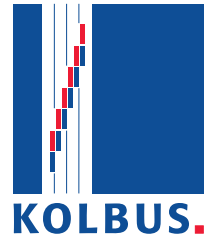
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## CEWE PHOTO BOOK – ›Custom Order‹ book case production

The ›1 copy specialist‹ – CeWe photo book production in Oldenburg with a 30 cycles/min book production line



▲ **BF 512 – 30 cycles/min**  
improved operating concept  
with clearly arranged touch screen monitor



▲ **DA 260 – 40 cycles/min**  
to prepare for a different format the entire gluing system  
is pulled out and the required matrices are tightened onto  
the cloth cylinders with just a few quick movements.

Europe's largest photo finisher, CeWe Color AG & Co. OHG headquartered in Oldenburg, achieves the bulk of their turnover through analogue and digital film development. Since the beginning of 2006 the company has very successfully marketed the CEWE PHOTO BOOK. With a wide variety of products CeWe offers customers, among others, various forms for processing their image data – from photo booklets to brochures to high-end hard-cover products. Demand for the CeWe photo books increased so rapidly that existing production methods could not keep up with the necessary production. This led to the timely decision in Oldenburg to incorporate fully automatic manufacture of hard-cover photo books and represented their debut into industrial book production.

Photo book production uses standardised formats with predetermined numbers of pages. To simplify creation of the photo book CeWe provides interested customers with a software program free-of-charge. Length, form and design variations for the photo book are represented clearly and can be selected easily, without any particular prior experience, and ordered via sales partners.

By bundling the incoming CeWe photo book orders into ›batches‹ the production processing sequence is optimised and the orders progress through the individual manufacturing steps in this arrangement. Though orders for hardcover production are bundled according to format and length, nevertheless, resetting with as many as some 50-100 readjustments per day are just part of the routine. Moreover, every single book must be a success; there are absolutely no waste products. Format changes on the BF 512 can be accomplished in roughly two minutes – only one program call-up and two manual changes are necessary. Format changes on the DA 260 casemaker take only five minutes. The user-friendly operating concept of the KOLBUS machines really lives up to its promise here.

The continual improvement of production methods is top priority at CeWe Color. For this reason synchronous control at all processing stations is continually being further developed. ›1 copy production‹ requires particularly systematic modes of operation, in which an order is precisely monitored from work station to work station. Crucial to CEWE PHOTO BOOK production is the synchronous assembly of contents and cover. Only the consistent product monitoring via bar code detection throughout the entire production process guarantees that the contents of each order remain together. Quite an accomplishment with over a million photo books produced in this year alone!

Specialist article

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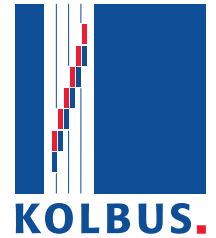
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▲ CEWE PHOTO BOOK – Case production starting from copy 1



▲ fr. lft. to rt.:  
**Gerold Dierks, Technical Director of CeWe Color**  
**Andreas Hülsmann, KOLBUS**  
**Stephan Löbmann, Manager of CeWe Color Book Bindery**

Since May 2006 Stephan Löbmann, professional bookbinder, has supervised the technical area of the industrial book production at CeWe Oldenburg. With his specialist know-how he oversees the industrial photo book production, since CeWe is a new entrant to the profession, as far as »bookbinding« is concerned. The machinery necessary for the efficient subsequent processing of these »1 copy« hardcover editions with the shortest delivery times and highest product quality consists of: the BF 512 book production line with KOLBUS Copilot operator guidance for automatic adjustments via touch screen monitor directly at the operating side, an HD 130 three-knife trimmer and the DA 260 casemaker. A high degree of processing reliability plays a major role in the success of the industrialised »1 copy« photo book production.

Company Data:

CeWe Color is the service partner for top brand names in the European photo market and supplies both the stationary trade as well as the internet market (E-commerce) with photo processing. More than 3,000 employees work in highly automated industrial mass production in 19 production locations throughout Europe.

The company was founded in 1961 by Heinz Neumüller in Oldenburg and has been listed as a plc on the German stock exchange since 1993. Dr. Rolf Hollander is Managing Director of CeWe Color Holding AG and the Neumüller CeWe Color Foundation.

[www.cewecolor.de](http://www.cewecolor.de)