

HeiRa Continues Saddle Stitching at Speed



Lower profit margins call for higher productivity, prompting HeiRa GmbH in Gernsheim (Germany), one of the largest saddle stitching print finishers in Europe, to commission a high-performance saddle stitcher Tempo 220 from Muller Martini to replace a 17-year-old Tempo. “That will increase our competitiveness,” says company owner Klaus Heist with conviction.

► Its first Tempo, commissioned in spring 1997, served HeiRa GmbH, which specializes in the print finishing of consumer magazines, company catalogs and inserts, reliably for 17 years. It stitched over a billion magazines with an average annual output of 65 million copies, operating in three shifts with an output of 400,000 copies on peak days (see "Panorama" 1/12).

Yet even the most tried-and-tested workhorse shows signs of age over time despite optimal maintenance. HeiRa therefore replaced the Tempo, which company owner Klaus Heist once dubbed a "do-it-all machine" owing to its ideal compromise between speed and flexibility, with a new Tempo E220 last March.

Numerous Variation Options in the Opening Area

Tight deadlines, especially for magazines which need to be up to date, have long been run of the mill at HeiRa, which employs 55 full-time and 40 temporary employees. However, there has recently been a more marked decrease in total run sizes and volumes, and an increase in run splits. "That requires suitably quick changeovers, which is why the Tempo 220 is the ideal machine for our needs in this performance segment."

The Tempo 220 (which Kleist dubs the "most universal high-performance saddle stitcher") not only excels when it comes to highly automated changeovers from one

job to the next and a high level of productivity even for the most challenging products, but also "allows for many different opening options with low folio laps and high folio laps," as Heist explains. In addition, a wide range of gimmicks and cards can be attached using the merchandise tipper. That will increase our competitiveness in a market where both value creation and profit margins have fallen in recent years."

Around 1000 Pallets a Day

The efficiency of the new Tempo 220 with a Robusto compensating stacker is increased not least by the innovative stream feeding of the cover folder feeder, which can be fed from the same side and by the



Auflage:	7232830
Netto:	414217
Makulatur:	1386
Geschwindigkeit:	21000

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1 Klaus Heist (left), owner of HeiRa GmbH in Gernsheim: "The Tempo 220 is the ideal machine for our needs." Right: Reinhold Achtner, Sales Manager at Muller Martini Germany.

2 The new Tempo 220 replaces a Tempo that was commissioned in 1997 and stitched more than a billion products during its 17 years of operation at HeiRa.

3 For relatively straightforward products, the HeiRa machine operators run the new Tempo 220 saddle stitcher at maximum speed (see the bottom row in the production display on the large screen).



With the new Tempo 220 saddle stitcher, the cover folder feeder can be fed from the same side and by the same operator as the six flat pile feeders and the merchandise tipper.

Close to Maximum Speed

The runs of individual mail order catalogs and advertising materials, which can have as many as 350 pages, can reach 8.5 million copies. It is therefore no surprise that the HeiRa machine operators run the five Muller Martini saddle stitchers at maximum speed whenever possible.

With the new Tempo 220, the average number of copies per shift for relatively straightforward products with a cover and two signatures of content is 150,000. That equates to an impressive net output of 20,000 copies per hour. ◀

same operator as the six flat pile feeders and the merchandise tipper.

HeiRa, one of the largest print finishing businesses in Europe, produces some 340 million products annually using five high-performance saddle stitchers from Muller

Martini – the new Tempo 220, three additional Tempo machines and a Supra. At peak times, it produces almost 1,000 pallets with a total weight of 600 tons within 24 hours. Those pallets are delivered daily by some 85 trucks.

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Burda/Klaus Heist Joint Venture: Two Tempo 220 in Nuremberg Too

Burda Druck GmbH and Klaus Heist have established a joint venture at the Burda site in the southern German city of Nuremberg for the print finishing of the magazines, softcover books, mail order catalogs and newspaper supplements that are also printed there. The two partners are aiming to boost the competitiveness of the Nuremberg-based rotogravure printing company with the new joint venture called Burda + Heist Binding GmbH, which has created around 30 new jobs and processes virtually the same product range as HeiRa GmbH in Gernsheim.

The investment includes two high-performance Tempo 220 saddle stitchers, each with six flat pile feeders, a merchandise tipper and a Robusto compensating stacker, a labeling unit and two Integro inserting machines for in-line inserting at speeds of up to 22,000 copies per hour. The two new saddle stitching lines were commissioned in January.



Celebrating the new Tempo 220 at Burda + Heist Binding GmbH in Nuremberg (from left): Reinhold Achtner (Sales Manager at Muller Martini Germany), Klaus Heist (Partner at B+H Binding), Thomas Horn (Managing Director of B+H Binding), Werner Isemann (Project Manager at Burda Druck), Peter Dickler (Technical Manager at HeiRa), Armin Lustenberger (Project Manager at Muller Martini).