



## Win-Win-Win Situation

**Print on demand, variable data print, web to print – these new markets are continuously gaining in importance for DS Graphics. For stitching customized products, the innovative US company relies on a Primera Digital.**

“We used to think that the Internet would destroy the printing industry,” ponders Jeff Pallis, President and CEO of DS Graphics in Lowell, Massachusetts. “But in reality, it isn’t destroying our industry, it’s simply changing it. The Internet has opened up many new market opportunities for our company.”

That is happily reflected in the bottom line of the family-run business, which was established by Jeff Pallis’ father James in



2014



2015

**In 2014, DS Graphics completed 2 million products on three small saddle stitchers, and by 2015 that number had grown to 7 million products produced on the Primera Digital.**



**Jeff Pallis, President and CEO of DS Graphics (right): “Our customers want customized print products, and we look for tailored machine solutions.” Left: Frank Donnelley (Sales Manager at Muller Martini North America).**

1974 and employs 200 people. “Thanks to the new markets, 2015 was the most profitable business year in the history of our company,” says Jeff Pallis with pride.

- ▶ One of the new markets at DS Graphics is print on demand. These products are not changing in content, and they are now being (re)printed on demand in print runs from 1 to 100.
- ▶ In addition, DS Graphics is also performing well in the variable data print segment. This segment focuses on data-driven, unique products customized to the specific needs of customers with print runs of one copy.
- ▶ The third strong foothold in the new markets is the web to print segment. Using a platform on DS Graphics’ web store, open 24 hours a day, customers can place their printing orders online (both digital and offset).

Now, the (digital) printing of all these customized and personalized products, such as mailings, manuals, various directories and many other marketing products, is one thing – efficient print finishing however is a completely different matter. “The major challenge is to achieve a high production speed in finishing too,” says Jeff Pallis. For saddle stitching, DS Graphics therefore relies on a Muller Martini Primera Digital with the new 0507 cover feeder, six flat

### Hybrid Solution for Digital and Offset

DS Graphics, which has eight different digital printing systems installed, relies on the Primera Digital not only for its pure digitally printed products but also for combined magazines, which also have flexible content, with offset and digital signatures. “The fact that the new saddle stitcher allows us to produce hybrid products is one of its many advantages,” emphasizes CEO Jeff Pallis.

pile feeders, a pocket fold unit and an MBO processing folder.

“We showed Muller Martini our products and our production process, and Muller Martini pointed the way with a customer-specific configuration,” says Jeff Pallis. “Each meeting brought us closer and closer to the ultimate solution.” According to the head of the company, the same goes for the machines and customer requirements: “Our customers want customized print products, and we look for tailored machine solutions.”



Learn more about DS Graphics’ business model in a more detailed version of this article on [www.mullermartini.com/Panorama/DSGraphics/E](http://www.mullermartini.com/Panorama/DSGraphics/E)