

## **CASE STUDY: J.J. KELLER AND ASSOCIATES**

*The Super Web Digital WEBJet™ 200D enabled J.J. Keller and Associates to expand their current markets, while driving down expenses and gaining four times the production speed.*

*“Working with a smaller company like Super Web Digital gives us the ability to pick up the phone and talk to someone immediately.”*

*Mike Lawson*  
Printing Manager



**J. J. Keller**  
& Associates, Inc.®



## **CASE STUDY:**

**COMPANY:** J.J. Keller and Associates

**INDUSTRY:** Commercial Printing

**LOCATION:** Neenah, WI

## **THE SITUATION**

J.J. Keller & Associates, Inc. needed to transition their publication from monochrome to color to provide more engaging products for its customer. In addition to adding color, J.J. Keller had the desire to reduce cost for hand inserting tabs, costly materials, intensive labor and aging cut sheet equipment. With the growing demand for shorter runs with quick-turnaround, customization, shrinking order quantities and increasing number of publication version, they were looking for a cost effective short run solution.

## **THE WEBJET SOLUTION**

The Super Web Digital 200D commercial press fulfilled all of J.J. Keller's requirements by delivering a full-color, high-speed, cost-effective web-based solution to meet the business's changing demands and requirements. The press allowed J.J. Keller to automate the color block tab system, increase throughput and was user-friendly, and simple to service.



## **RESULTS**

- » Significantly reduced the cost per printed manual
- » Improved ease of use and simplicity of service
- » With color, now able to satisfy their customer's demands
- » Throughput increased by 4x the previous solution
- » Total TCO is much less than with competing equipment

***How will the WEBJet™ 200D change the way you work?***

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