

Case Study:

Velocity Print Solutions Elevates Efficiency and Product Quality with Komori LS540 LED-UV +C Press

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David Benny, *President*; Lindsay Phillips, *Marketing Director*; Scott Posson, *Production Manager*

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Overview

Velocity Print Solutions, located in Scotia, NY, has been a reliable partner for printed solutions, customized marketing materials, and promotional products for over 40 years. Since its founding in 1985, the company has expanded services from traditional printing to warehousing, fulfillment, and distribution, while developing expertise in digital printing and promotional products. With a strong focus on corporate marketing storefronts with clients that include Fortune 500 and 1000 companies, Velocity Print Solutions has grown into a multifaceted business employing 72 people.

Velocity's capabilities includes offset and digital printing, large-format printing, warehousing, and fulfillment. From promotional items like fleece jackets and tumblers to corporate signage and wall graphics, Velocity's clients rely on its expertise to deliver a wide variety of printed products and services.

The Decision to Upgrade The Offset Print Process

In May 2024, Velocity Print Solutions made a strategic decision to invest in a five-color, 40-inch Komori LS540 LED-UV +C press equipped with LED-UV technology. The new press replaced six-color Komori press.

"We replaced the older press because it was becoming obsolete," said David Benny, President of Velocity Print Solutions. The new Komori LS540 LED-UV +C with LED-UV was the clear choice for us because of its faster speeds and modern capabilities."

"We're seeing a 20%+ increase in speed in our binding operations, which was a pleasant surprise." David Benny

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The Installation and Learning Curve

The press installation started on time and completed successfully, with the press up and running on schedule. Velocity's team faced a learning curve with the new technology, but the transition was made smoother with the help of Komori's training and support.

"The new press came with advanced features, especially the LED-UV technology, which required some adjustment," Benny explained. "Our team went through a period of learning new capabilities, particularly the finer settings that control water and ink balance. Thankfully, the Komori press is equipped with the KHS-AI integrated control platform, making it highly intuitive. The KHS-AI system continuously learns and adapts based on current job settings, allowing it to constantly improve presets for the next job, reducing waste and achieving faster make-ready times. This level of automation has made it easier for our operators to maximize productivity."

A major advantage of the new Komori LS540 LED-UV +C press is LED-UV technology. The LED-UV drying system has proven to be a game-changer for Velocity, especially when it comes to uncoated paper. LED-UV ink sits on top of the sheet, delivering vibrant colors that dry instantly, allowing for quicker job turnarounds and minimizing downtime.



Quality and Customer Feedback

The change in enhanced print quality and faster turnaround times we can now offer with new press print quality has been noticed by Velocity's clients. "Our customers are especially impressed with the vibrancy and finish on uncoated stock. LED-UV technology really makes a difference", Benny remarked.

One notable success story involves a recent project for a college catalog. The client opted not to apply a coating to the catalog, and the result was a product with exceptional print quality. "The ink laydown on the catalog was phenomenal," Benny said. "It really showcased what the LED-UV press can do."

Operational Impact

The new press has brought significant improvements to Velocity's operational efficiency. The LS540 LED-UV +C runs up to 30% faster than its predecessor and, thanks to KHS-AI, achieves impressive make-ready times of under 10 minutes—compared to 20-25 minutes with the older press. This efficiency boost has reduced waste and increased overall productivity by 40%.

"Our ability to produce jobs faster has been a huge benefit," Benny said. "We've seen a 50% reduction in the time it takes to complete jobs efficiently".

The LED-UV technology has also eliminated the need for coatings on most jobs. "We used to coat almost everything we printed, but with the LED-UV press, we're only coating one in ten jobs, and that's usually at the customer's request" Benny added. This reduction in coating needs has contributed to overall cost savings, as the higher cost of LED-UV inks is offset by the decrease in coating requirements.

This comparison is an important factor to consider when transitioning to LED-UV technology. Although the ink costs are higher, the overall savings in reduced coating needs, faster production times, and decreased waste offer a true comparison that demonstrates the long-term cost benefits of this new technology.





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Bindery and Efficiency Gains

Unexpected improvements have also been realized in the bindery department. The LED-UV press produces sheets that are extremely flat and dry, which has resulted in smoother operation of folding and stitching machines. “Our bindery team is completing jobs faster because the sheets come out of the press in better shape,” Benny explained. “We’re seeing around a 20% plus increase in speed for our binding operations.”

Looking Ahead

Velocity Print Solutions is excited about the future, especially as it explores opportunities in new markets. “The new press has allowed us to be more competitive in the commercial printing space, but we’re also looking at expanding into areas like packaging,” Benny said. “The faster speeds and increased productivity have freed up capacity, which will help us pursue new business.”

As the company grows, it remains committed to maintaining a high level of service and quality for its clients. Benny is optimistic about the potential for further investment and growth in the coming years, particularly in the area of promotional products, which has become a key part of the company’s business model.

Conclusion

Velocity Print Solutions’ investment in the Komori LS540 LED-UV +C press has gone beyond simply adopting LED-UV technology. The press has introduced a range of technological advancements that have significantly enhanced production capabilities, reduced costs, and improved overall efficiency and quality. From the KHS-AI control platform that optimizes job settings and reduces waste, to the improved automation and faster make-ready times, the LS540 LED-UV +C has enabled Velocity to elevate its entire operation.

“We’re thrilled with the results,” Benny concluded. “The Komori LS540 LED-UV +C press has given us tools to be more competitive, more efficient, and ultimately more successful. This upgrade wasn’t just about implementing LED-UV technology—it was about embracing a comprehensive solution that positions us to meet the demands of our clients with greater precision and reliability.”