

AVOS GmbH | avosmedia, Germany

## Automation up, flexibility up

**To make highly automated and efficient inserting a reality, Bielefeld-based AVOS GmbH has replaced approximately 50 percent of its inserting systems with two EasySert lines. Only a short while after installation, and the next Ferag technology is already in the planning stage.**

► Since 1997, family-owned AVOS GmbH | avosmedia (Bielefeld) has been active as a provider of special processing and packaging services for major international companies. In postpress processing, the avosmedia focus is on inserting up to 35 million supplements a week for printing houses and advertising agencies. Further inserts are added to brochures from well-known retail and furniture stores. These can be thin single sheets or products containing up to 64 pages – sometimes in formats larger than the main product. With some jobs, different print versions and configurations give rise to well in excess of 100 combinations. Around 80 employees work at AVOS on six or seven days a week in three shifts. Since the foundation of the company, inserting has been carried out using technology from a supplier who, in terms of automation, productivity, flexibility and production security, was unable to keep pace with the latest innovations in inserting technology. “Our equipment was no longer able to meet the future demands of our customers”, explains CEO Oktay Sahin, “and on top of that, we were also operating with very high personnel costs.”

### **“Now we can respond perfectly to customer requirements”**

May 2012 saw the start of internal planning for a new inserting line, with invitations to tender following shortly afterwards. A year later, Ferag was awarded the contract. Production could commence in October 2013 after a three-week installation phase, and since then two EasySert inserting lines have each been up and running with a UTR conveyor system and a



**From left: Oktay Sahin, CEO of AVOS GmbH | avosmedia, Wolfrad Michael, Job Control Manager of AVOS GmbH | avosmedia, and Ferag Sales Director Enrico Caruso are very pleased with the inserting lines.**



Segbert compensating stacker. Each is equipped with a FlyStream precollecting system and ergonomic JetFeeder hoppers. Accordingly, up to six supplements can be added to one main product. Daily, up to two million inserts can be achieved. “The Ferag technology replaces ten of the old inserting machines. We are retaining twelve of these machines to handle small print runs. Thanks to the flexibility of the Ferag lines, we can respond perfectly to customer requirements. In so doing, the options for vacuum and air-opening are important. And thanks to Ferag’s Intelligent Repair Controller (IRC), the new technology operates very securely and enables us to reduce personnel costs”, says CEO Oktay Sahin.

### **Increased security**

The monitoring system can be set according to circumstances and guarantees almost 100 percent compliance for the inserted collections. During the high-speed process, it senses the double and skewed products, which are ejected and manually prepared for re-introduction into the process. Products with missing sheets are identified by the IRC and completed within the process. Oktay Sahin: “Thanks to our positive experience with Ferag technology and the Ferag team, investment in a further EasySert line is already being planned.” ◀