

# Ken Cook Co. masters the business of product documentation with digital printing



**Success Story  
from KODAK**



Ken Cook Co. is a leading full-service provider of product documentation, offering a wide range of services.

Name:  
Ken Cook Co.

Established:  
1944

Number of employees:  
70

Location:  
Milwaukee, Wisconsin

Services:  
A full-service provider of high-quality product documentation including publication design, technical writing, illustration, training programs, custom programming, web bookstores, database management, literature fulfillment, printing, finishing and distribution services

Markets served:  
Product manufacturers

Typical products:  
Short-run, on-demand product literature including manuals, sell sheets, booklets and training materials, available in print, CD, DVD or downloadable PDF formats

# Meeting the challenges

## The challenges

- Ken Cook Co. identified a need for faster production of documentation materials in very short runs (as few as one copy) for immediate shipment.
- To accomplish this, Ken Cook Co. needed to implement a highly productive system to archive, retrieve, order, process, print, finish, and deliver the needed documents.
- The sheer number of literature orders, coupled with their complexity and the fast turnaround, called for a high quality, high-performance black and-white digital system.

## Solutions & benefits

- Ken Cook Co. replaced all 40" offset printing equipment with three **Kodak Digimaster 9110** digital production systems, followed by two **Kodak Digimaster E125** digital production systems.
- An innovative web-to-print capability was developed and launched, enabling customers to archive thousands of digital files for manuals and other documents, and order any number of copies on demand for near-immediate delivery.
- The high-speed RIP architecture of the **Digimaster** systems smoothly handles every production job, from simple to complex.



Kenneth J. Cook, President

"The feedback from customers on our web-to-print offering has been overwhelmingly positive, and our Digimaster systems are absolutely vital to our success... We couldn't have accomplished this with any other equipment."

# Document production for the 21st century

Ken Cook Co., one of the largest single-source producers of technical documentation in the Midwest, provides its customers with the full breadth of services from planning, writing, illustrating and designing to printing, binding and literature management. The company maintains its leadership position by consistently following the corporate philosophy established when it was founded in 1944: "To continually improve productivity, quality and delivery by keeping pace with the latest technological advances."

The award-winning, Milwaukee-based company has set the pace in document production efficiency, realizing double-digit sales growth in recent years. Perhaps the best example of Ken Cook Co. putting this principle into action is when the company moved to an entirely digital environment for its technical manual printing business.

"Technical documentation printing is inherently a short-run process," according to Tom Koceja, Director of Operations. "With manuals needing constant updates, it doesn't make sense for customers to incur the cost of producing and inventorying thousands of copies, only to see many of them go to waste because of obsolescence. By moving to an all-digital printing process, we're able to rapidly deliver exactly what our customers need, when and where they need it, and in the right quantity."

Just-in-time printing on this scale requires a solution that combines high speed with exceptional quality, reliability and flexibility. Ken Cook Co. relies on five **Digimaster** systems—one with inline perfect binding and one with inline booklet-making capability. In addition to handling a staggering digital print volume of almost one hundred million pages per year, the **Digimaster** systems are the foundation for Ken Cook Co.'s

innovative media1off™ service, which also provides just-in-time single-copy production of non-print media, such as CDs, DVDs and PDF downloads.

The Construction and Forestry division of John Deere, a Ken Cook Co. client for more than 20 years, is realizing the benefits digital printing can bring to both customer satisfaction and their bottom line. With more than 3,800 documentation titles and a rapidly evolving product range, it was becoming prohibitively expensive to print and stock manuals. But dealers were not satisfied with electronic formats only. To bridge the gap, Ken Cook Co. developed a new web-to-print service, which would enable John Deere to maintain files in digital-only format for ordering as needed by dealers. The system has been so effective, more than 44 million pages are now printed for John Deere annually. As a result, John Deere has realized documentation cost savings of more than 25%.



The customer-focused approach at PPFI has resulted in new business, an increase in print applications, and rewarding long-term relationships.

