

WhatTheyThink?

Xerox honors digital printing excellence at IPEX 2010

Thursday, May 20, 2010

Birmingham, UK – At this year's largest print industry trade show, IPEX 2010, Xerox Corporation's customers from around the world are touting the benefits of digital printing with applications that resulted in triple-digit response rates for their clients and increased leads and profits for their businesses.

"At Xerox, our strategy is always to make it easy for print service providers to drive revenue through the power of digital printing," said Tracy Yelencsics, vice president, Production Products and Programs, Xerox Corporation. "Our customers are using technology and software to transform their clients' challenges into opportunities that pay off – and that's a winning combination in today's marketplace."

Xerox's Best-of-the-Best contest honored digital printing applications produced by members of the Xerox Premier Partners Global Network. Applications from more than 17 countries were judged on image quality, business results and the use of Xerox technology in the following categories: books, collateral, digital and offset, direct marketing, photo publishing, and transpromo. Three winners were honored in each category.

This year's winning print providers, in alphabetical order, are: Cathedral Corporation; ColorCentric Corporation; ColorFast, S.A. de C.V.; De Budelse b.v.; dsicmm Group Limited; DMM, Inc.; Global Dise-a; Keiger Direct; LaserTryk.dk; Lateral Group; MBA Group Ltd; medialogik GmbH; Pondres; Progressive Communications; TeleMail; TOCHO Co, Ltd; and Wuhan Caifeng Digital Image Express Printing Co. Ltd.

A sampling of the winners includes:

- U.K.-based Lateral Group, an integrated communications management company, produced a campaign for the British government's Change4Life campaign, which is aimed at raising obesity awareness. The integrated campaign demanded a complex and robust mix of data and technology. The direct-mail pieces included more than four million variable-data points and were printed on a Xerox iGen3 110 Digital Production Press using software from XMPie, a Xerox company. The resulting campaign generated 200 percent more registrations than expected. Lateral Group has engaged in similar campaigns for a harmful drinking awareness program for a global pharmaceutical and consumer goods company.
- MBA Group created the world's first 100 percent variable publication that integrated personalized content on select pages throughout the magazine, generating 256 percent more leads for advertisers. The U.K.-based company produced the magazine, with a circulation of 12,000, on a Xerox 980 Color Continuous Feed Printing System using XMPie software.
- Mexico-based commercial print provider ColorFast created a promotional calendar to highlight its capabilities to customers and prospects. Printed on the Xerox 700 Digital Color Press, it helped the company improve sales by 60 percent over the previous year.
- LaserTryk took advantage of the printing quality of the Xerox 1300 Continuous Feed Printing System, Xerox Nuvera 200 EA Perfecting Production System and Xerox iGen3 110 press to produce offset-quality, short-run black-and-white books on demand.

The Denmark-based company captured sales with publishers who wanted the look of traditional offset without the hassle of extra stock and warehousing costs. The fleet of Xerox solutions offers LaserTryk significant flexibility – using the iGen3 press for short-run color covers, and the black-and-white systems for high-quality pages inside.

Copyright © 2010 WhatTheyThink.

For Reprint Info Visit <http://members.whattheythink.com/contact/reprints.cfm>