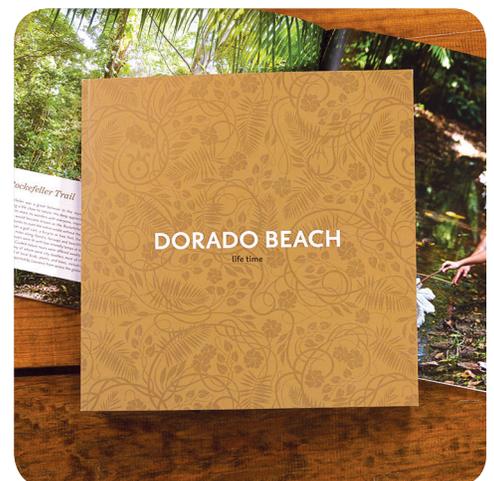


High-end photo book brings Dorado Beach resort to life and impresses investors.

Copy General



Dorado Beach Resort Book
Best-of-the-Best Program
Winner—Photo Publishing
Xerox Premier Partners
Global Network



Fast turnarounds and high quality keep Copy General client coming back for more.

Copy General is an all-digital printer working with clients primarily in higher ed, high tech, associations, training and education, and nonprofits. Fast turnarounds are their business—and they have the systems, methodologies and equipment to get jobs in and out quickly and with exceptional quality. That’s exactly what they needed when it came to printing the Dorado Beach Resort photo book.

Challenge

Copy General was contacted to produce a beautiful, high-end photo book that needed to be run in a very small quantity and with a very fast turnaround time. The client was familiar with Copy General’s reputation for high quality and ability to turn print jobs around quickly. “Next day is the norm for us,” said Ken Chaletzky, Copy General president and CEO.

“This was an existing client who had moved to a new company. He knew we were capable of meeting tough deadlines without compromising quality, so he took us with him,” said Laura d’All, vice president/general manager at Copy General.

Solution

The client’s Dorado Beach book depicts the history and evolution of the Dorado Beach Resort in Puerto Rico. Long known for its elegance, the resort was purchased by Laurance Rockefeller in 1955 and was recently renovated to restore its luxury. The book needed to promote the resort’s revitalized charm and beauty to a very sophisticated clientele.

Copy General was the first business in the United States to install a Xerox® iGen® 150 Press, and it turned out to be the

perfect digital press for the job. Its fast speeds and matte toner were able to reproduce the images in the book quickly and beautifully, from black-and-white to sepia toned to full color. In addition, the book was designed to be printed in a unique size. “The large size precluded many other digital printers from doing the job. They needed the 26-inch capabilities,” said Chaletzky.

Xerox® FreeFlow® Print Server was used to drive the client’s final layout to the iGen 150. “The client gave us a file, they needed books and we printed them,” said d’All. “One of the challenges they had was with the cover and running that large a sheet size. But it wasn’t a problem for us with the iGen 150,” she continued.

After the books were printed, Copy General used a Challenge Cutter and Horizon Perfect Binder to finish the books.

Results

According to d’All, the book achieved its intended result and generated an excellent response from the investors who received it. “It was a rush which needed to deliver to Puerto Rico the day before Christmas. We had one day to produce the books. We knew we could do it. We handled it. We delivered,” she said.

Copy General

Copy General is a printing and marketing services business with locations in downtown Washington and suburban Virginia. Now well into its fourth decade, Copy General operates one of the premier, high-tech digital printing facilities anywhere. The company incorporated print on demand and high-speed digital printing to their operations decades ago as one of the first firms in the country to test the Xerox® DocuTech® Production Printers and later beta testing the DocuColor® iGen3® Digital Production Press.

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