

Print provider creates digital packaging masterpiece and establishes brand-new consumer market.



Best-of-the-Best Program Winner—Digital Packaging

Xerox Premier Partners Global Network



hacoRet Gift Box, Digital Packaging

K-Print Co., Ltd.

Founded in 1980, K-Print offers a versatile combination of offset capabilities, color digital printing and finishing services. They specialize in short-run, on-demand jobs, with a particular focus on CAD design package printing and total direct marketing support. Their customers range from insurance companies to educational institutions, in addition to businesses throughout the Tokyo region.

On the web:
www.kpr.co.jp

The challenge

K-Print Co., Ltd., wanted to showcase their robust printing capabilities by creating a brand-new application. Photo publishing products, such as greeting cards and custom photo books, were already in high demand, so K-Print wanted to go beyond the current trends and anticipate what consumers might demand in the future. They decided to offer personalized digital packaging directly to consumers to see if a brand-new market for these products could be established. This was also an offering they knew their competitors could not easily duplicate.

At the same time, K-Print wanted to heavily market this service through web-based promotion, blogs and online social networking sites, such as Twitter. They felt that there could be strong demand for something as unique as customized gift packaging and they wanted to gauge how effective this sort of promotion could be in an increasingly connected consumer world.

The solution

K-Print called their personalized gift packages hacoRet. Using a Web-to-Print interface, customers could select or upload their favorite images, graphics and text, and use them to dynamically design their hacoRet. Once completed, the PDF would be submitted to K-Print's Esko® ArtiosCAD® Packaging Design Tool. This would take the two-dimensional PDF and convert it into a 3D rendering, giving customers the ability to preview their design in 360 degrees using Adobe® Acrobat®. Once approved, the file was sent seamlessly to K-Print's production facility.

K-Print specifically chose the Xerox® iGen3® 110 Digital Production Press powered by a Xerox® FreeFlow® Print Server to produce these hacoRet packages since it could handle heavyweight B3 sheet sizes, all while providing incredible quality with every output. The templates for the hacoRet were created in Adobe® Illustrator® and Adobe Photoshop®. A powerful combination of Fujifilm® Simple Products' Form Magic4 variable data print software and XMPie® uDirect® was used to handle the personalization. The hacoRet packages were then produced on Oji Sun Card 310 gsm paper, with surface matte polypropylene film lamination applied to protect the surface.

The results

The hacoRet proved to be very popular with consumers and orders began to pour in. What's more, K-Print's online marketing strategy worked exceptionally well as they could immediately see increases in site traffic when the personalized packages were mentioned in blog entries or Twitter updates.

One of Japan's top candy manufacturers has since asked K-Print for their assistance in designing personalized packages for their products, opening an entirely new stream of business. To date, K-Print continues to use hacoRet to highlight their innovative solutions and outstanding quality to prospects and customers. Fuji Xerox has also helped promote this innovative application at their newly opened Customer Value Innovation Center in Yokohama, Japan, showcasing how creative use of digital printing can create demand and a new consumer market.

