

Precise color matching and lightning-fast turnaround helps company stay on top of latest trends.



Best-of-the-Best Program Winner—Collateral

Xerox Premier Partners Global Network



**AkzoNobel: Chemcraft 2011
Trend Brochure,
Collateral**

Keiger Printing

Founded in 1943 and headquartered in Winston-Salem, North Carolina, Keiger Printing offers its customers offset and digital printing, fulfillment, variable marketing campaigns, bindery services, prepress services and concept/design services. More importantly, they provide a concept-to-distribution program that manages every step of a project from start to finish. From printing to marketing services, database management to web development, they are focused on enhancing the success of their customers in their markets, while reducing customer anxiety about process.

On the web:
www.keiger.com

The challenge

The Chemcraft brand of AkzoNobel produces, markets and distributes some of the world's finest coatings and finishes for interior wood. They produce a trends brochure, which forecasts where the industry is heading over the next year. This was presented at their semi-annual distribution meeting where they introduce new products and programs to stay ahead of their competitors.

Not only was Chemcraft in need of a fast turnaround time for the brochures, but the printed colors of the samples featured had to precisely match the actual stain samples. These were critical requirements and Chemcraft needed a partner they could trust to handle this time-sensitive production.

Chemcraft's agency partner, High Synergy, LLC, needed a production facility that could virtually generate the best color performance and meet their incredible turnaround time. Fortunately, Keiger Printing was up to the challenge.

The solution

Keiger worked closely with High Synergy, LLC, in the initial stages to demonstrate how Xerox® digital printing technology could accurately match and reproduce the color of the stains in the brochures. Chemcraft was very impressed with the results of the tests and quickly moved forward with design and production.

Final files were provided to Keiger in Adobe® InDesign®, Adobe Illustrator® and Adobe Photoshop® formats, which were sent for production to the Xerox® iGen4® Press paired with a CX Print Server powered by Creo®. The cover was printed on Futura 100 lb. Dull Cover stock and the interior pages were produced on Futura 100 lb. White Dull Text. Finishing was completed using a combination of a Heidelberg® cutter, Morgana® creaser and Muller Martini® stitcher/trimmer.

The results

Keiger was able to print, bind and deliver 85 of these brochures within a very tight deadline. Their client was very pleased with the brochures, which proved instrumental for the success of their out-of-state distribution meeting.

Since this first job, Keiger Printing has worked on a variety of other projects for Chemcraft, who continues to be impressed with Keiger's ability to deliver short-run, fast-turn results with exact color matching. Their relationship continues to grow and Keiger is now working on setting up a Web-to-Print portal for Chemcraft's sell sheets, which will enable distributors from the U.S. and Canada to personalize and ship them directly to wherever needed.