

Transition to digital print allows for cost-effective short runs of colourful catalogue.

Kwik Kopy Fitzroy



Deans Art Catalogue
 Best-of-the-Best Program
 Winner—Collateral
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Digital printing gives Kwik Kopy flexibility and stronger relationship with client.

In an effort to have a less expensive, more flexible print process, Kwik Kopy Fitzroy migrated from offset to digital printing for Deans Art's supply book. During the transition, it was important to maintain color quality and consistency while keeping the print production local. After producing a bright and colorful book, they had a happy client who plans to continue their relationship with Kwik Kopy.

Challenge

Kwik Kopy Fitzroy's client, Deans Art, was looking for a way to appeal to schools and students by producing a bright and colorful catalogue. Because schools were relying on the catalogue for an accurate depiction of paints and art supplies, the colors had to be printed accurately, consistently and vividly.

For the past 10 years, Kwik Kopy and their client have been creating this application on an offset press. However, they wanted a new printing method that had just as good quality and would save money. They also wanted to be able to do a number of shorter print runs rather than one large production.

In addition, keeping production in Australia was very important to the client. However, since offset printing proved to be too expensive, Deans Art was actively examining options to outsource the job to another country or find another way to produce their catalogue. Kwik Kopy Fitzroy rose to this challenge and was able to give them a way to produce their job cheaper while keeping production on their home soil.

Solution

Because it was important to maintain consistency of color throughout the piece, Kwik Kopy knew the Xerox® iGen4® EXP Press would be perfect for the job. With this press, they were able to have

great color quality and keep production in Australia. The unique extended sheet size capability on the iGen4® EXP allowed them to print three-up on a page, which lowered overall costs significantly.

When finishing the piece, the cover was printed on Sovereign Gloss 300 gsm paper and then laminated. For easy handling and a flat open, a Canadian bind finish was used.

“We need to recognize the tools and partnerships we have, and Fuji Xerox is our biggest partner. They offer people and tools to help us become both printers and communicators.”

—Michael Lindley, Director

Results

After making the transition from offset to digital printing, Kwik Kopy's flexibility greatly increased. Shorter, cost-effective print runs became possible and they were able to review and make last-minute changes while keeping to the tightest of deadlines. What's more, Kwik Kopy was able to keep costs at a level where they were able to maintain local production.

Kwik Kopy

Kwik Kopy is an international franchise company founded and based in the U.S. With over 700 locations, it is a worldwide multi-service print shop that has the largest selection of offset and digital products in the market today. Kwik Kopy Fitzroy, a franchise location in Australia, specializes in everything from design advice and branding assistance to stationery and poster printing, photocopying and catalogue collating.

KwikKopy.com.au

The catalogue was distributed to five local stores and all of the schools in Victoria. It generated a very successful return based on the quality and Deans Art customers loved the catalogue, particularly for its bright colors.

As a result, Kwik Kopy strengthened their relationship with their client. Deans Art was so pleased with the way the application came out that they are planning to continue the production with Kwik Kopy and are now working on a personalized version of the catalogue for the future.