



The proof is in the printing:
Colgate's print shop triples
its output by proving the
power of color.

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High-quality, affordable color output from Xerox helps Colgate's print shop drive demand—and eventually upgrade to a high-end digital press.



Challenge

Colgate University's Document and Mail Services department needed to dramatically increase its digital color capabilities to better meet the needs of a vibrant, major-university campus. All high-end color printing jobs were going to outside vendors with offset equipment. Smaller quantities were expensive to produce, and the turnaround was fairly slow.

Bob Keats, director of Document and Mail Services, knew that he could prove the value of color in raising response rates to his internal customers. But he needed to find a cost-effective solution that would allow the print shop to provide full-color, high-quality color printed pieces on short turnaround—while raising its perceived value and strategic relevance within the University.

Solution

The first step was to get a feel for how much digital color work the print shop could count on without making a major capital investment. So two Xerox DocuColor® 250 Digital Color Printer/Copiers were purchased and installed in 2006. Keats was impressed by the quality of the color output: "The quality was exponentially better than anything we'd seen in an affordable machine," he says.

The idea was to use the DocuColor 250s to raise customers' interest in color applications, prove that color could increase their response rates dramatically, and create a word-of-mouth buzz among the campus community that would lead to more work. Once the demand for color was established and the response exceeded expectations, it opened up an opportunity for the print shop to upgrade to a Xerox iGen3® Digital Production Press.

Benefits

Clearly, print shop customers throughout the University were impressed with the quality of the DocuColor 250 output, too. "We tripled our color output from the previous equipment," Keats relates—which calculates to nearly a million color pages in 2007.

"The DocuColor 250s allowed us to show people the better response they can get from color," Keats says. "Sometimes you get push-back on color applications because of price—but once people see how much better their response rates are, they often figure out how to reallocate funds and find ways to pay for it."

Based upon this dramatic increase in demand for color, the Colgate print shop installed an iGen3 90 Digital Production Press in May of 2008. Now Keats and his staff of six employees are getting work that had been going outside to traditional offset printers—much of it sports media guides or art gallery pieces, applications that require stunning reproduction of color photography. And the quality of the output isn't the only benefit that appeals to his customers. "The ability for them to come in to look at a press proof and eliminate the hour drive to an offset printer in the city has been a great advantage for us," he says.

And finally, the iGen3 has benefits that even Xerox engineers never imaged for their product. Keats and his staff came up with an ingenious way to capture the warmth generated by the press and recycle it back into the building when the temperature dips to a certain level.

Colgate University Document and Mail Services

Colgate is a nationally recognized liberal arts college set on a beautiful campus in central New York, with 2,750 undergraduates enrolled in 51 programs. Meeting the printing needs of such a vibrant campus requires creating a wide range of applications, including full-color brochures and flyers, tickets, parking passes, posters, booklets, and folders.

While the Document and Mail Services department serves the entire university, internal markets are emerging which have a particularly high level of need for print work, including the "three 'A's": athletics, admission, and alumni. The print shop also does work for other local non-profit organizations as well.

"The (DocuColor 250's) quality was exponentially better than anything we'd seen in an affordable machine. It allowed us to show people the better response they can get from color, and increased our volume of color work as a result."

—Bob Keats, Director of Document and Mail Services, Colgate University

On the Web: www.colgate.edu

