

City of Henderson, Nevada

Reducing outsourcing and saving money in the process.

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By expanding its capabilities with a Xerox® iGen4® Digital Press, the City of Henderson's Print and Mail Center brings work back into its in-house facility.

City of Henderson, Nevada, Print and Mail Center

The city of Henderson, Nevada, is just a short drive from the glamour and glitz of Las Vegas. With 270,000 residents, though, Henderson is its own busy and thriving community. Supporting the needs of its citizens, and the local government that serves them, is the City of Henderson's Print and Mail Center.

All of the city's departments are customers of the Print and Mail Center—including police, fire, cultural arts and tourism, redevelopment, and parks and recreation. Applications produced range from promotional brochures, flyers, and rack cards, to forms, budget books, agendas, meeting notices, and more.

In addition, the Print and Mail Center is now doing work for external customers, such as downtown business owners.

The Print and Mail Center uses a combination of two-color offset presses and Xerox digital printing technology to meet customer needs. The flagship of the center's digital workflow is a Xerox® iGen4 Digital Press, but it also depends on its Xerox® 4127 Printing System for monochrome production.

"We're doing new things all of the time, including more applications than we ever could before, thanks to Xerox."

Teresa Coop Palado
Supervisor
Print and Mail Center
City of Henderson, Nevada

Challenge

To meet the needs of its customers—namely, all of the local government departments and public service agencies in Henderson, Nevada, and the 270,000 residents they serve—the city's Print and Mail Center found that it had to outsource a lot of work. It couldn't accommodate some of the applications required. It was limited in the specifications its graphic artists could design to. And it simply wasn't cost effective to run longer jobs on the digital equipment it had in place.

"We needed to make a change and bring in new equipment—or we were going to keep spending more and more money on outside printing," says Teresa Coop Palado, supervisor, Print and Mail Center.

Solution

By replacing a number of older digital printing presses with one new Xerox® iGen4 Digital Press, the Print and Mail Center was able to enhance its print-on-demand capabilities—and it was able to do so while remaining cost-neutral with its existing equipment leases. It also upgraded its monochrome production press to a Xerox® 4127® Printing System. In addition, the center's new lease includes a Xerox employee who works onsite and operates the iGen4.

Benefits

With the iGen4, the Print and Mail Center can more easily and cost-effectively accommodate its customers' print-on-demand needs. Jobs that used to be outsourced are now handled internally. The Print and Mail Center is so pleased with the results that it's getting, it's now branching out to offer its services to external customers through the city's redevelopment agency. "With the iGen, it's totally doable," says Coop Palado.

Outstanding color quality.

"The quality we get with the iGen4 is much higher than what we could do with our previous equipment, and it has really made a difference," says Coop Palado. The iGen4 has also been given rave reviews by the Print and Mail Center's graphic artists, whose critical eyes see a dramatic improvement in image quality as well as greater flexibility in the design process. Now they know they have a press equipped to do their jobs, and to do them really well. In addition, they have the flexibility to run applications on upgraded stocks.

Costs savings that really add up.

Being able to bring work in-house not only gives the Print and Mail Center more control and greater design flexibility—it saves the city money. "We're saving 70% on the cost of business cards alone by doing them on the iGen instead of sending them out," says Coop Palado. "For the Department of Cultural Arts and Tourism, we're saving 30% on the cost of promotional rack cards."

Accepting more jobs with greater confidence.

"In the past, anything that needed to be duplexed and in color with full bleeds had been a problem for us," says Coop Palado. As a result, projects like a multi-page newsletter that was sent to all Henderson residents had to be outsourced. Now, that same job can be beautifully and easily printed on two 12" x 18" sheets, trimmed, and addressed—all inline on the iGen4.

Making the most of imposition flexibility.

The iGen4's large sheet size also provides imposition benefits. For example, a 30,000-piece postcard order that previously would have been a 4-up job can now be imposed 9-up. As a result, the Print and Mail Center can run such jobs faster and with fewer clicks, making it cost effective to keep the work in-house.

Ever-expanding application opportunities.

"We're finding all of these things that we can do now in-house with our iGen," says Coop Palado. Specialty media is another part of the story. Recently, her staff produced a DocuMagnet for a new senior center. Next up is printing Miranda Rights cards for the police department on water- and tear-proof polyester paper instead of laminating them. Plans are also in the works to create window clings for a green initiative. "Whatever our customers want, we're now more than happy and able to do," says Coop Palado.

