

Printer creates exquisite showcase for luxury residences and boosts own sales 25%.



Best-of-the-Best Program Winner—Collateral

Xerox Premier Partners Global Network



Salvo Partner Pack,
Collateral

Docucopy Pty Ltd

Docucopy specializes in digital color and black-and-white printing with a particular focus on short-run books for schools, developers, banks and an expanding portfolio of industries. Located in Carlton, just outside the heart of Melbourne, Australia, their friendly and professional team works hard to understand customers' print requirements to ensure the advice and services they offer help complete projects in the best way possible.

On the web:

www.docucopy.com.au

The challenge

The Salvo Property Group provides unique and sophisticated residential, commercial and retail developments to Australia's thriving capital cities and neighboring centers. They were looking to sell units in their newest luxury residential project and wanted to create a high-end, oversized book to showcase the allure of this exquisite living experience to interested prospects.

Salvo contacted their marketing communications agency, Extension Marketing, to design the book and produce the lush photography that captured the development's upscale style. Extension Marketing knew that the right production solution was critical to creating a book that met their client's expectations for quality, so they quickly engaged Docucopy Pty Ltd to discuss how to best approach this project.

The solution

To accentuate the elegance of these residential units, the oversized book was designed with many of the pages containing extensive amounts of rich blacks. It was imperative that Docucopy reproduce these dense colors flawlessly, but they were confident their newest digital printing acquisition could deliver exactly what both Salvo and Extension Marketing needed.

When Docucopy had acquired their Xerox® Color 1000 Press paired with a CX Print Server powered by Creo®, Xerox demonstrated how to get the best quality results with each print run—including dark, solid fields such as the ones required for this book. Leveraging this knowledge, and after careful testing, Docucopy printed the provided Adobe® InDesign® files on Xerox® Colotech Silk 170 gsm. The covers were laminated offline and mounted onto 3 mm screen card for a refined finishing touch.

The results

These exquisite books aided in the sale of 400 units of this spectacular property. Both Salvo and Extension Marketing were very impressed with the flawless quality of the books, and in particular with the reproduction of the rich blacks.

Docucopy's customers were also impressed. Since installing the Xerox Color 1000 and using Salvo's book as a promotional showpiece of its capabilities, sales have jumped 25 percent in the past year for Docucopy with even more projects on the horizon.

Salvo has already made plans to refine the book and print more in the coming months using Docucopy's production expertise. As a follow-up to this project, Docucopy created a personalized photo book for residents who purchased a unit. Containing a welcome message, incredible shots of every room in their residence and exciting photos of the signing, this not only helped Salvo strengthen its relationship with each resident, but it helps Docucopy showcase even more of its versatile digital capabilities.

