

Stunning digital printing showcase helps fuel 30% growth for printer.



Best-of-the-Best Program Winner—Direct Marketing

Xerox Premier Partners Global Network



DG3 Asia Marketing Kit, Direct Marketing

DG3 Asia Limited

Headquartered in Hong Kong, DG3 Asia Limited provides communications services and comprehensive graphic and interactive solutions for a wide range of regional and international clients. A division of Diversified Global Graphics Group, they specialize in producing time-critical publications for corporate, financial services, pharmaceutical and academic institutions, offering 24/7 service for all of their customers' needs.

On the web:
www.dg3.com

The challenge

DG3 Asia Limited purchased a Xerox® Color 1000 Press as part of a strategy to expand their digital printing operation in Hong Kong. They were excited about the incredible print capabilities this technology provided them and were anxious to show customers and prospects the stunning image quality they could come to expect. To help publicize their press, DG3 Asia decided to create a direct mail piece showcasing their new capabilities.

The Xerox® Color 1000 offered many benefits that DG3 Asia wanted to promote, including outstanding image quality, substrate versatility and the creative possibilities that could be achieved through spot or flood effects with clear dry ink. It was critical that DG3 Asia create a concept that would capture the attention of their clients, leaving them impressed and inspired.

Leveraging the creative talents of their in-house design and production teams, they found a solution that did just that.

The solution

Amusement parks are very popular throughout their region, so DG3 Asia used this colorful theme to drive their messaging. They created an eight-page brochure that featured vibrant park imagery and included an inset pocket to hold a wide assortment of samples printed on various substrates. These samples included a personalized pass to DG3's Digital World, a theme park postcard, 1:1 mini-calendar, glossy invitation card, a sample coupon and a personalized name badge. Also included was a CD containing PDFs of their marketing materials and an amusement park-themed map of DG3's Digital World, which provided production details for each printed element. The campaign was initially sent to 300 customers and then expanded to include prospects.

Since the Xerox® Color 1000 was new to their operation, DG3 Asia worked closely with on-site trainers from Xerox to achieve the best color management, quality and substrate versatility. Confident with the technology, DG3 Asia chose how to best utilize clear dry ink on several pieces, including fun amusement park silhouettes and panoramas, creating even more impact.

The files for all printed elements were created using Adobe® Illustrator® and Adobe Photoshop® with the variable data handled by PrintShop™ Mail Suite. All elements were produced by the Xerox® Color 1000 paired with an EX Print Server powered by Fiery®. A number of high-impact substrates were used such as Curious Translucent Silver and a suede Edo Printable Flock.

The results

Feedback was extremely positive from the start. The piece generated numerous inquiries regarding the capabilities and production capacity of their new technology, including several offset customers who were looking into the power and flexibility of digital printing.

This application helped promote DG3 Asia's broader capabilities—such as their design services—and has since helped their digital printing revenue grow 30 percent year to date. They continue to convert more of their customers and prospects from offset to digital and are excited about the new possibilities the Xerox® Color 1000 has opened for them.

