

Printer thrills customers and expands business with unique photo books.

Access Co., Ltd.



Rin's Happy Days
Best-of-the-Best Program
Winner—Photo Publishing
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Access transforms photo books into family heirlooms.

Access Co., Ltd. had been producing photo books since 2008 as part of their diversified print-on-demand business. It wasn't until they received a special customer request that the company realized they had to differentiate their offering from everybody else's.

Challenge

Producing photo books had been a part of Access's business since 2008. As with many print-on-demand companies, however, numerous competitors produced similar photo keepsakes, so the line of business was not growing.

That changed when they received a unique request one day: a customer wanted to create a one-of-a-kind photo book that featured their family crest and would stand the test of time in terms of durability.

Access's standard photo book template and substrates were not up to par for this specific task. "We had to rethink the way we approached this application," said Seiko Tanaka, Manger of Access. "Fortunately, we had just purchased a Xerox® Color 1000 Press, which had new capabilities that we soon put to perfect use."

Solution

Capturing the exact skin tones on the new, durable substrate was the first challenge to be solved. Access consulted with Fuji Xerox on the best way to accomplish this and together they tested several outputs and thoroughly calibrated all equipment to capture the skin tones to the customer's satisfaction.

Next, Clear Dry Ink was incorporated throughout the photo book, tastefully highlighting pages and photos for a premium look and feel. Running Clear Dry Ink was a standard capability of the Xerox® Color 1000 Press, so the production method choice was simple.

Once Access had mastered the use of Clear Dry Ink, it was used to overlay the family crest on the last page of the book. This transformed the photo book into a true heirloom as items with these family crests are passed on from generation to generation. "It was also exactly what the customer wanted," added Seiko Tanaka. "By using the unique capabilities of Fuji Xerox's production press, we were able to create a truly special, one-of-a-kind book.

"We couldn't have produced the family memorial photo book without Fuji Xerox technology. I'm confident our customer wouldn't have been nearly as satisfied with any other result."

Access Co., Ltd.

Headquartered in Kumamoto, Japan, Access is a document service company that specializes in a diverse range of print-on-demand solutions. They believe in fully integrating all of their services to create truly unique value-added products for their customers and offer capabilities ranging from variable printing and finishing to web design, computer-aided design (CAD) drawing, and more.

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Results

The family who ordered the photo book was exceptionally satisfied with the finished product. The design elements utilizing Clear Dry Ink were particularly appreciated as well as the durable binding and page materials.

This family memorial photo book has since turned into a new line of business for Access, building on the photo book business they had already established. Awareness of this premium application spread by word-of-mouth and has already boosted the company's reputation and its print volumes.