

“Xerox 1000 Color Digital Press is an excellent machine and its capabilities are the best compared to any other digital printing equipment. We are very happy and proud owners of the press.” – John Christopher, Owner, Christ Computers.



Starting point

Christ Computers was providing printing services to customers in Chennai, India and to the state of Tamil Nadu for over a decade before their first digital press Xerox DocuColor 5000 was acquired in 2007.

Over the coming years, the demand for printing services, especially for high-quality color prints and customized print jobs grew. To stay competitive, Christ Computers needed to expand its digital equipment fleet to cultivate and enhance its capabilities further.

Searching for a more productive digital press that had more print capability, larger range of applications, higher speeds and quality, the company considered offerings from various vendors, but decided to invest in a Xerox digital color press.

Solution

Christ Computers installed the Xerox 1000 Color Press with the 5th color module and the Xerox D110 monochrome digital printer.

Xerox Color 1000 digital press prints on an array of different media, including synthetic and non-standard sized materials, with vibrant image quality at 2400 x 2400 dpi for excellent sharpness and uniformity of images.

Xerox Productivity Plus service allows Xerox Color 1000 operators to perform routine maintenance to maximize press time. Diagnostics software alerts users when a scheduled routine task is approaching, and provides step-by-step replacement procedure.

“We have chosen Xerox 1000 Digital printing machinery after keenly analyzing competitive machines because of the excellent print quality, its high production speed, and capability to print on over 150 varieties of substrates like various texture media, metallic media, recycle boards, synthetic materials, stickers, art & matte media. This is helping us to satisfy our end customers in terms of quality and quick turn round time” – says the owner of Christ Computers John Christopher. “Xerox’s aftersales services are very good and prompt” – he added.

Results

Combining Xerox digital equipment together with finishing solutions like cutters, laminators and various binding devices, Christ Computers is able to provide end-to-end solutions to customers, from creating the design through to supplying the complete finished product.

With Xerox 1000 solution on board, Christ Computers managed to:

- Expand creative capabilities and enlarge its product portfolio
- Increase productivity - high-speed printing allows the company to accept more jobs and faster turnarounds
- Develop web-to-print service that allows customers to submit their print jobs 24/7 online
- Attract new customers from various sectors, including education, hospitality, tourism, looking for customized on-demand printing
- Double the print volume

With this reinforced equipment fleet, Christ Computers is capturing new market opportunities and continuously growing its business. Due to the success built upon Xerox technology, the company is planning to open up new outlets in the near future.

About Christ Computers

Christ Computers is a privately-owned design and printing bureau based in Chennai, India. They started their business in 1995 and in 2007 introduced digital printing services to their customers. They developed further into a full service design and printing bureau serving individual and corporate customers across India from hospitality, tourism, education, publishing, advertising, retail and other sectors looking for design and digital printing services including web-to-print.

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