

Xerox Boosts Sparkle Egypt's Operations by 20%.



The Challenge

Although Sparkle is a well-known brand in the Egyptian market with over 20 years of experience, it was forced to outsource many of its projects due to a lack of advanced digital printing facilities. This proved an expensive endeavor for Sparkle and its clients, and no doubt had a negative impact on Sparkle's competitive edge as well.

Sparkle Egypt could not adequately provide services to an important segment of the market since it was unable to print custom, oversized books. Many other projects took a long time to complete because of the firm's printing technology that was becoming obsolete.

Sparkle chose Xerox's digital printing solutions and top-notch technology to help the firm satisfy three goals: owning more versatile in-house digital printing technology, increasing the speed of its current printing processes and boosting its book printing capacity, all of which would save Sparkle and its clients the money and time.

The Solution

The Xerox Egypt team took on the task of upgrading Sparkle's current printers with relish, thereby allowing the company to compete on a new level and target several novel market segments. This fourth partnership with Xerox introduced Sparkle to the Xerox D125 printer, the ideal printing solution for anything from curriculum materials, course packs and bound materials to directories, newsletters, on-demand books, customized catalogues and books sized 16.5" x 23.5" cm, typically categorized as oversized books. It also prints at a speed of 125 ppm that makes the technology suitable for any transactional print environment. The D125 printer also allows users to print in couche at a maximum of 220 grams, a fact that enables firms to print high-quality, monochrome reports.

The easy-to-use D125 printer with a print resolution of 2,400 x 2,400 dpi, also a multi-function system, with an array of finishing options that provides a professional touch to documents, including booklet making, creasing, stitching and hole punching.

Users can quickly produce tape-bound, flat and full-bleed booklets using the Xerox Tape Binder, the GBC e-binder 200 and the Plockmatic Pro30 Booklet Maker as well. Other impressive features include single-pass color scanners, a touch screen monitor and the 250-page automatic document feeder. The D125 also boasts two optional servers and the Xerox Extensible Interface platform.

"Our long-term partnership with Xerox Corporation has led to continued growth and success for our company. It also gave Sparkle a competitive edge in the market and a wider range of services. The Xerox D125 is a great addition to our digital printing facilities and we expect that it will contribute significantly to increasing our customer base. The Xerox D125 will also enable us to reduce printing cost and deal with customer requests that require great speed and high efficiency."

_ Sparkle General Manager, Nora Halim



The Result

The latest partnership between Xerox and Sparkle exceeded Sparkle's expectations by miles. The firm has boosted operations by 20% and is now able to respond quickly and efficiently to digital printing projects at a much lower cost. It can also manage workflow easier and keep accurate records of its clients and jobs during the printing process. But the true benefit comes from the new range of products Sparkle offers to its customers, including oversized books, commercial projects and high-quality, monochrome reports.

Sparkle can now meet tight deadlines or turnaround projects without delay, traits commercial sector clients demand on a regular basis. Taking on smaller, custom jobs is now a possibility as well since its digital printing services limit waste and do not take nearly as long to complete as they did using offset printing.

About Sparkle

Sparkle, a member of the Xerox Graphic Arts Premier Partners program, has made a name as one of the most preferred printing solutions provider, thanks to its state-of-the-art Xerox technology and dedication to great customer service. Not only can the firm now print custom posters, books, reports and magazines, Sparkle also has a number of designers on hand to create tailored graphics, logos and branding materials. Sparkle has always turned to its trusted partner Xerox to get the latest digital technology. Their partnership started in 2007. Since then, Xerox has installed a Xerox 700 Digital Color Press, a DocuColor 260 and Xerox C75 monochrome as part of previous deals between the two companies.

About Xerox Egypt

A subsidiary of Xerox Corporation operating in Egypt since 1978. With sales approaching \$23 billion, Xerox Corporation is the world's leading enterprise for business process and document management. Its technology, expertise and services enable workplaces – from small businesses to large global enterprises – to simplify the way work gets done so they operate more effectively and focus more on what matters most: their real business. Headquartered in Norwalk, Conn., Xerox offers business process outsourcing and IT outsourcing services, including data processing, health-care solutions, HR benefits management, finance support, transportation solutions, and customer relationship management services for commercial and government organizations worldwide. The company also provides extensive leading-edge document technology, services, software and genuine Xerox supplies for graphic communication and office printing environments of any size. The 140,000 people of Xerox serve clients in more than 160 countries.

Relevant Contact Information

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