

Impression Prioritaire Installs the First Canadian Xerox Nuvera™ 288 Digital Perfecting System

XEROX®



Spotlight on Success

Client Challenges

- Faced with competitive price quotes
- Wanted to improve productivity and quality
- Wanted to maintain competitive pricing

Xerox Solution

- Nuvera 288 Digital Perfecting System
- Upgraded DocuColor™8000 to Docucolor 8000AP

Measurable Results

- Increased productivity by 32%
- Greater flexibility
- Significantly improved print quality
- Controlled costs

About Impression Prioritaire

Founded in 1985 by two brothers and originally known as CopieXpress, Impression Prioritaire is a digital print provider offering both graphic and engineering services.

Today employing 20 staff, the company attributes its expansion to its commitment to provide excellence, product quality, flexibility and passion for print, as well as its constant search for new customized innovative solutions for its customers.

In this very competitive market, Impression Prioritaire offerings are faced with many competing similar quotes, and they often feel pressured to lower their pricing. Having surveyed their existing customers, Impression Prioritaire understood they could maintain a competitive advantage by offering improved quality at a competitive price. "We were looking to keep our costs competitive, boost productivity, upgrade quality and increase our finishing options" said Stéphane Fournier, Director of Sales. "this will enable us to offer the same or better quality at the same price".

They were looking for a solution that would enhance both productivity and quality and grow their business while maintaining their existing revenue.

Xerox Solution

Impression Prioritaire has relied solely on Xerox equipment during its entire history as a digital print provider; hence they worked with Xerox to develop a solution which would meet their objectives.

Xerox suggested replacing and upgrading some of their existing equipment and they purchased the new EA toner Xerox Nuvera 288 Digital Perfecting System. Being the fastest digital duplex monochrome cut-sheet printer in the industry, the Nuvera 288 is a newly launched Xerox product that will assist in enhancing the quality, speed, and flexibility of their print production. Emulsion Aggregate Toner is a revolutionary and environmentally friendly fine particle toner which allows the Nuvera 288 to create offset level quality with finer lines and higher detailing at digital speeds and costs.

In order to ensure Impression Prioritaire's goals would be met by this product, Xerox produced some halftone samples which they reviewed with existing customers and confirmed that the device met their quality and price expectations.

Impression Prioritaire also upgraded their existing DocuColor 8000 to a DocuColor 8000AP which would deliver faster speed and offer the option of matt or gloss finish.



Measurable Results

Impression Prioritaire has illustrated its commitment to innovative solutions and the environment by purchasing the first Xerox Nuvera 288 Digital Perfecting System in Canada.

After installation, Impression Prioritaire can anticipate a 32% increase in productivity and significantly improved quality of print. The Nuvera 288 will also provide greater media type flexibility.

Finally, Impression Prioritaire will benefit from a cost structure that meets the budget targets and ensure a continued strong competitive financial position. "The anticipated improvement in quality provided by the Nuvera 288 will enable us to obtain new customers via aggressive pricing and faster turnaround times." says Mr. Fournier.

More Information

As a global leader in document products and services, Xerox are committed to helping Impression Prioritaire achieve their goals. For more information or to schedule an appointment with a Xerox Sales Representative, call 1-800-ASK-XEROX, or visit www.xerox.com today.

For more information or to schedule a meeting with one of Impression Prioritaire's representatives, call Stéphane Fournier at 450-668-6061, or visit www.impressionprioritaire.com.