



# The greatest show on

The world's print industry descended on Birmingham for IPEX 2006 – and we were there to file this exclusive report on the event

Photography: **Phil Ashdon**

IPEX 2006 was the most successful staging yet of one of the biggest events in the print calendar. The week-long print industry spectacular attracted 1,200 exhibitors to the National Exhibition Centre in Birmingham.

More than 55,000 print enthusiasts visited the event and, confirming the international reputation of a show held every four years, 40% of them travelled from outside the UK.

Xerox played an important role in this success, attracting more than 30,000 visitors to its area, which dominated one wing of the exhibition centre.

To properly demonstrate the potential of digital print, Xerox installed 70 pieces of equipment, 60 workflow stations and deployed 250 staff. This required a lot of space. So, to make its section easy to navigate, Xerox divided the hardware

and workflow solutions into four areas: unified offset and digital, print on demand, book printing and profit through personalisation.

Xerox also ran a series of talks by industry experts in its ProfitAccelerator Theatre. Adobe's Harry Miller, globe-trotting consultant Chris Jordan, Roger Gimbel of RP Gimbel and Associates and leading print expert Andrew Tribute all attracted full-house audiences at the show with their takes on the industry's burning issues – including hot digital applications, new Adobe applications and making money in digital print.

Xerox introduced more of print's big names to IPEX 06 at the open forum on the opening day. A heavyweight panel including Xerox's chief executive, Anne Mulcahy; Heidelberg chief executive,

Bernhard Schreider; Polestar chief executive, Barry Hibbert; and the business affairs editor of *The Economist*, Edward Carr.

There was a whole lot more to see, test and experience too. With the PIXI 2006 Award-winners on display exclusively at the Xerox stand, and a host of demonstrations in personalisation, book printing and other essential know-hows, Xerox's area was right at the heart of the action.

Over the next four pages, we'll take you through the forum with two of its main participants (opposite), share some of the inspirational business techniques revealed by Xerox's key speakers (overleaf), witness the key moments in pictures and live quotes, and even meet some visitors.

It's the next best thing to being there...

# XEROX®



## Earth

“ You must understand your customer. Retailers understand this. They built up a clear profile of all their different customers and targeted them specifically. Print is only catching on now... ”

Xerox CEO Anne Mulcahy, talking exclusively to *Xerox Magazine*

## LESSONS IN PRINTING

The Xerox-sponsored forum, chaired by Jeremy Paxman, put print's big-hitters face-to-face. We talked to him and Xerox CEO Anne Mulcahy



Providing the perfect start to IPEX 2006, the Xerox-sponsored forum on the event's first day brought together four industry leaders – and one television personality – to discuss the print industry. The panel included **Xerox CEO Anne Mulcahy**; **Heidelberg CEO Bernard Schreider**; **Polestar Group CEO Barry Hibbert**; and **business affairs editor of *The Economist*, Edward Carr. Jeremy Paxman** chaired the talk. Topics included digital print revenue streams, whether offset and digital print can co-exist, and the benefits of personalisation. Afterwards, we interviewed Paxman and Mulcahy.

### What brings you to IPEX?

**JP:** “I was just interested in finding out more about the industry. Print is so important – especially digital print. There was a lot of talk about the paperless office 10 years ago but it proved to be nonsense. I can't see my desk for all the paper on it!”

**Everyone talks about the potential of personalisation but not everyone knows how to exploit it. What do you suggest?**

**AM:** “It's all about database management. To segment effectively, you must understand your customer. Retailers understand this. They have built up a clear profile of all their different customers and targeted them specifically in their marketing. Other industries, like print, are only catching on now. You can be as creative as you want but you've got to

have the data. With it, you can improve your client communications immeasurably.”

**Do you think personalisation is as powerful a tool for large corporations as it is for small print businesses?**

**AM:** “Yes, absolutely. It's key to improving communications with your customer.

As the end-user becomes more demanding, so a large corporation has to adapt how it communicates to them: and that's where digital print comes in.”

**What types of large businesses particularly benefit from digital print?**

**AM:** “I've seen it work for travel companies, financial services with investment clients, private health firms, advertising agencies... any company that's prepared to be imaginative in its approach to client communications. The technology to be innovative with print has been around for 10 years. What needs to change is how businesses consider customers' needs.”

**What is the fastest growing aspect of the digital print market?**

**AM:** Colour printing, without a doubt. It is growing at over 20% a year. Eventually, all communications could be in colour.

**What do you think of the exciting technology on show here?**

**JP:** “Put it this way, last week my 10-year-old son asked me to set up an email account for him. I spent an evening trying but I'm afraid the task defeated me. Of course, he then did it himself. When I asked him how he said, 'Because I'm smart and you're old, Daddy.'”



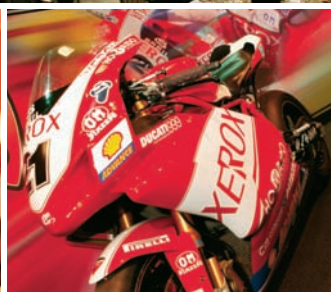
“ Currently, 5% of our business is digital print. In three years' time, it will be 10%: we are going to see more specialist printing. There are big opportunities to be had in personalisation and direct marketing ”

Barry Hibbert, CEO of UK print firm, The Polestar Group. Hibbert was speaking at the Xerox-sponsored forum at IPEX.



“ There are distribution costs associated with printing. I work for a magazine that gets distributed all over the world. If you could print that locally – as digital print could enable – that would be very attractive ”

Edward Carr, business affairs editor of *The Economist* speaking at the Xerox-sponsored forum at IPEX.



“ To represent Xerox on the track is an honour. It is a much bigger brand than Ducati but they share the common values of technology and elite performance so we work well together ”

Ducati superbike director, Paolo Ciabatti



# FOUR WAYS TO GET PERSONAL

It's the topic on everyone's lips – so stay ahead with these innovative ideas for **digital print and personalisation** that Paul Ratcliffe, director of Marketing Stuff, delivered in his talk at Xerox's ProfitAccelerator Theatre

## 1 Plant tags

"Perfect for the iGen3. Personalise them on PVC, making them heat resistant, flexible and easy to cut out."

## 2 Hotel door cards

"Another product suited to the iGen3. The real key to personalisation is investigating areas of print that you would not normally consider. Every key card in a hotel has to be different."

## 3 Golf course maps

"Personalise for different courses and print on plastic to stay rain-proof so golfers can carry them during a round."

## 4 Calendar

"Use a stock photograph each month but personalise by adding the user's name. For example, if you want to use a picture of a beach for a summer month, photograph it with each letter of the alphabet drawn in the sand. Then, you can personalise it with any name you like."

## Free speeches: how experts helped the visitors' business

A highlight of IPEX, the ProfitAccelerator Theatre featured a series of talks from print experts on innovative business ideas and important new technology.

Roger Gimbel, president of the print consultancy RP Gimbel & Associates, delivered his ideas on how to make money from digital print; while the independent consultant, Chris Jordan, analysed a series of case studies where companies had successfully introduced personalised printing to their business.

Meanwhile, Andrew Tribute, a highly regarded writer on the print industry and managing partner of Attributes Associates, suggested ways to grow revenue with digital as a complement to offset; and Adobe's worldwide business manager, Harry Miller, travelled from America to discuss his company's most exciting new applications.



Andrew Tribute



Chris Jordan



Roger Gimbel

## THE SOUND OF POPULAR SUCCESS

Xerox's arena at IPEX 2006 was a smash – but don't take our word for it. We asked a few of those we met there to tell you themselves...

### Viraj Peudharkar

"I am here on behalf of my dad, who runs a print business. He wanted to know more about digital print. I was impressed by the Xerox machines, particularly those that perform flexigraphic printing."



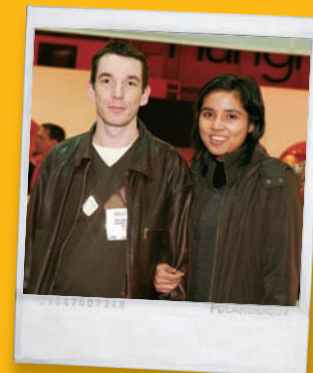
### Jan McHale

"I work for a print business. We're considering the new iGen3 90. And now I've seen the full-scale machine in action, I'm hooked – not sure the budget will stretch that far, but we'll be looking into it for sure!"



### Aaron Booth and Suppapak Ketkceaw

"I'm the technical director for a firm that works on broadcast images for television and film. I don't use Xerox machinery myself yet, but the people I commission do, and visiting the stall has given me a better understanding of their equipment."



### Greg Dwyer

"I'm the manager of an offset and digital print business called Craftsman Press. We're upgrading to a DocuColor 6060 Digital Colour Press. We've already ordered it but I flew over so I could get a feel of it before it arrives to the shop."



### Hiren Mehta

"I run a company called Print-N-Pack that prints labels. We have yet to try digital print but I've seen there's so much potential there for us now. I'll need another day here before I can actually buy one, though!"

