

Paragon Media

Paragon Media has been providing turnkey services for duplicating, printing, packaging and fulfilling video cassettes, CDs and DVDs for over 19 years. From facilities in Seattle, Portland and Chicago.

For more information, visit: www.ParagonGroup.com.

The Challenge

1

“Originally we outsourced printing, but we’ve now made it a core capability. Printing is an important part of our service to our customers.”

Chris Lamb, Executive Vice President, Paragon Media



The Paragon Group is a full-service media manufacturer for VHS tapes, CDs and DVDs. Their business includes duplicating disks and tapes, then packaging and distributing them as clients request. Originally, Paragon sent the package materials, including label sleeves, case wraps and accompanying booklets, out for printing because printing them in-house didn't fit their business model. As electronic media proliferated, more of their customers wanted customized printed materials in shorter turnaround times. After investigating the marketing opportunities presented by converting to in-house digital printing with Xerox, they realized that providing personalized, high quality packaging materials, along with their expertise in media manufacturing was a highly compatible and potentially profitable business extension.

The Solution

2

“Our gross profit margin increased about 40 percent by bringing the printing in-house, plus we gained control and visibility over the process.”

Chris Lamb, Executive Vice President, Paragon Group



After watching the Xerox DocuColor® 2045 Digital Color Press and the Xerox DocuColor 6060 Digital Color Press, Paragon brought the packaging materials in-house. They also standardized on Xerox digital color papers, including Xerox Digital Color Xpressions 98 and Xerox Digital Color Xpressions+ papers and cover weights. To label the DVDs, CDs and videotapes, Paragon uses Xerox 1-up Labels and Xerox 6-up CD ROM labels – which minimize waste and maximize printing efficiency. Lamb eliminates unnecessary downtime by using Xerox guaranteed stock. “Xerox spends extensive time and money designing digitally-compatible paper stocks that perform optimally in Xerox digital equipment, so the only smart business decision is to use what they guarantee.”

The Benefit

3

“Xerox treats us as if we are a Fortune 500 company, and Xerox papers give me leverage on the service side. We're in a people business and Xerox has the right people and products.”

Chris Lamb, Executive Vice President, Paragon Media



By bringing the printing in-house and standardizing on Xerox papers, Paragon Group has increased control and visibility of the printing process that contributes so much to their bottom line. They estimate a 30 percent gross profit margin on materials printed externally and a 70 percent gross profit margin when materials are printed in-house, so the decision to print materials themselves is rooted in solid business analysis. In addition, Paragon can be more responsive and sets themselves apart from their competition with quick turnaround and exceptionally high quality, even when every package is personalized to the end recipient. The average job turnaround went from five days to a two day standard; jobs can be processed and delivered in a single day if necessary.