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Case Study

Results
you can
measure.

The Growth Engine

Elinir Press easily surpassed its projection of 15 percent growth in digital printing during its first year of Xerox iGen3® Digital Production Press operation. The revised growth target for year two is 25 percent.

Reaching New Customers

Elinir has successfully contracted with many new customers. A joint marketing effort with Xerox—printing the popular marketing and media trade magazine *Namer Shel Niar* in personalized versions on the iGen3® press—was especially effective. Today Elinir counts all five major ad agencies in Israel as customers. Other key wins included retail chain Hamashbir Latsarchan, direct marketing chain Media-Direct, high-tech company Amdocs, and leading Israeli insurance company, Clal.

Spurs Monochrome Growth

Elinir's monochrome printing business has grown synergistically with color printing. For example, several book publishers now produce books on demand in short runs at Elinir, which prints book blocks on a Xerox DocuTech® 180 and a Xerox Nuvera™ 120 Copier/Printer, and covers on the iGen3® press. Typical runs are 100 to 300 books.

Power of Partnership

Xerox has helped Elinir with technical, application, sales and marketing support, delivered through an onsite Xerox SmartPress™ Consultant and a Xerox business development manager. Xerox trained the iGen3® staff, supports ongoing application development for sales pitches and active customers, and has contributed to several joint marketing programs,

including an open house, an advertising campaign, trade show participation and sales calls.

iGen3® Press 'Wow' Factor

When possible, Elinir gives prospects an iGen3® press demonstration and tour of its new production facility. Shahar Mizrahi: "The iGen3® press is a very impressive machine, and we use it successfully in our selling strategy."

Future Promise

Elinir plans to develop more advanced variable information applications, Web-based file management systems using iWay™ and more automated and efficient workflow operations using software and systems from the Xerox FreeFlow™ Digital Workflow Collection.

Developing the market for 'smart printing' with Israel's first Xerox iGen3® Digital Production Press generates growth and sustains leadership for **Elinir Press**.



Elinir Press, Ltd.

Elinir Press, Ltd., Tel Aviv, is one of Israel's leading digital print providers, offering graphic design, data programming, production printing and finishing services. Founded in 1980 as an office equipment dealer and service provider, Elinir began building digital printing expertise in the early 1990s. Today, the privately held firm has more than 40 employees and about 500 customers, including advertising agencies, printing houses and producers, retail chains, high-tech companies and publishers.



The Challenge

1

“We want to be a market leader in ‘smart printing’—which we see as the future of the entire printing sector.”

Eli Mizrahi, Founder and Managing Director, Elinir Press, Ltd.



In the early 1990s, Elinir Press, Ltd. founder Eli Mizrahi recognized that the successful application of photocopying technology to digital production printing was creating a tremendous opportunity. Elinir became an early adopter and established market leadership, which it has maintained ever since. Today, the company feels increased competition from offset printers pricing aggressively to compete for low-volume work and from growing numbers of digital print providers. Elinir also sees an opportunity to meet an emerging customer need for better targeted, more personalized marketing through savvy use of customer databases. Eli Mizrahi's current vision is for Elinir to lead the transformation he believes is underway to “smart” printing—quantity based upon need, rapid response, ever-changing data and personalization, and worldwide exposure via the Internet.

The Solution

2

“The Xerox iGen3® Digital Production Press is the most advanced technology available, and the press that is best suited to the requirements of smart printing.”

Eli Mizrahi, Founder and Managing Director, Elinir Press, Ltd.



In December 2004, Elinir installed the first Xerox iGen3® Digital Production Press in Israel. Elinir chose the press for its speed, image quality, easy operation, flexibility for printing on a wide variety of papers and in larger formats, and because of its strong relationship with Xerox. The press and its Creo® Color Server were installed into a new, modern facility designed specifically for digital production. Elinir also acquired two software products from the Xerox FreeFlow™ Digital Workflow Collection: XMPie® PersonalEffect™ for variable information work and Press-sense iWay™ for Web-to-print services. To sell its new services, Elinir worked with Xerox to develop industry-specific marketing campaigns that build awareness of the power of variable information printing.

The Benefit

3

“The market is headed for ever greater efficiencies and cost savings, and Elinir is already beginning to deliver them.”

Shahar Mizrahi, Vice President, Elinir Press, Ltd.



Elinir's digital printing business easily beat its 15 percent growth target for the first year of iGen3® press operation and now expects second-year growth of 25 percent. The company's industry-specific marketing efforts helped Elinir gain regular clients in each of the top five advertising agencies in Israel, as well as in insurance, catalog sales, retail and high-tech. The iGen3® press-based business has influenced comparable growth in monochrome printing. Short-run book manufacturing, for example, combines color covers and monochrome book blocks produced on a Xerox Nuvera™ 120 Copier/Printer and a Xerox DocuTech® 180 Production Publisher. Xerox has helped fuel the success with technical, application, marketing and sales support. Anticipated future opportunities include more complex variable information applications and Web-to-print and online storage services—some delivered with automated workflow from Xerox FreeFlow systems.