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Case Study

Results
you can
measure.

Productivity

MTM Recognition created more than 1 million impressions on Xerox digital presses in 2004, and produced half a million catalogs in full color. The time saved using digital printing and automatic finishing has eliminated the need for overtime and weekend shifts to complete customer orders. The company used to allow a week of production time to fulfill one customer's standing order of 2,500 catalogs per month. It can now turn around the job in a single morning.

Accuracy of Information

In the time it took to produce catalogs with offset printing,

product information in the catalogs often became obsolete. That represented significant waste to MTM Recognition. Digital printing saves the company from having to throw out thousands of catalogs at a time.

Power of Personalization

With digital printing, MTM Recognition can use variable data to enhance its products. The company has added customized covers that feature clients' logos. As a next step, it will customize each client's catalog with products featuring its logo. From there, the company will customize catalogs not just for a specific client, but also for each

of that client's employees, with a personalized letter from the CEO and employee data. Even the catalog content will be customized for an employee, with products selected based on years of service or company division, for example.

Inventory Reduction

With offset, printing multiple versions of customer catalogs had to be warehoused to ensure availability for reorders. With digital printing, warehouse space has been dramatically reduced—allowing MTM Recognition to co-locate its mailroom with the print shop, streamlining fulfillment and shipping.

MTM Recognition maximized the selling power of customer catalogs and brochures with personalized printing on the Xerox DocuColor® 8000 Digital Press.



MTM Recognition

MTM Recognition is a major division of MTM, a privately held company based in Oklahoma City, Okla., that specializes in recognition products. MTM manufactures major sporting event trophies, plaques and rings. MTM Recognition is a market leader in symbolic corporate recognition awards, personalized with client logos and branding. MTM Recognition employs 700 people in its corporate headquarters and other locations in the United States, Canada and Mexico. It serves many Fortune 500 companies and has hundreds of clients in the United States and around the world.

Web site:

www.mtmrecognition.com



The Challenge

1

“We needed a more affordable way to produce catalogs and sales materials that were up to date, of high quality, and tailored to each client’s corporate identity and product preferences.”

Darrel Davis, Vice President, Information Technology, MTM Recognition



MTM Recognition manufactures products that corporate clients give employees for service anniversaries, personal achievement or special events. The company prints product catalogs for clients from which employees select awards. Producing the catalogs via offset printing was costly and complex. Because MTM Recognition works with each client to produce a custom line of products for recognition, it had to create, manage, print and store hundreds of versions of its catalog. And because products in those catalogs can become obsolete at any time, MTM Recognition was discarding catalogs each time a product was no longer available. The lack of flexibility provided by offset printing was also evident when MTM’s salespeople were requesting short runs of brochures tailored to each prospect’s corporate identity and requirements. A new cost-effective solution was needed.

The Solution

2

“Our Art Department can hand off a file at 4 p.m., we print it on the Xerox DocuColor® 8000, and it’s ready to ship out at 5.”

Darin Taylor, Printing Operations Manager, MTM Recognition



MTM Recognition uses a digital asset management server to track hundreds of catalog files and keep them up-to-date. Each catalog has links to a library of product descriptions and photos, automating the process of building new catalogs and updating existing ones. The Xerox DocuColor® 8000 Digital Press provides high-quality, affordable and fast full-color prints without the waste of offset. The DocuColor® 8000 with a Creo® Spire™ front-end supports the use of variable information in digital printing and provides color management tools to improve workflow. A Duplo® 5000 Booklet Maker lets MTM Recognition produce 3,500 catalogs per hour. It automatically inserts a customer order form with each catalog, then folds and staples the pieces together, creating an attractive, functional product.

The Benefit

3

“Walking into an office with a fully customized brochure that is specific to my client has a lot more impact than a generic sales piece.”

Jennifer Phillips, Art Director, MTM Recognition



When a product change impacts catalog content or when a client requests additional copies of a catalog, MTM Recognition can respond quickly, printing only what the client needs. Up-to-date catalogs are ready in minutes, not weeks. Quick, cost-effective digital printing also makes it possible for MTM Recognition to customize sales brochures. Its Art Department can write copy specifically for a prospect, then illustrate the brochure with photographs of the client’s corporate history, as well as MTM Recognition products featuring the prospect’s corporate logo. A personalized product brochure sends the message that MTM Recognition understands the prospect’s corporate identity, values it, and can deliver quality products that reflect it.