

Xerox Corporation offers our customers an innovative array of services, solutions and software, as well as a broad range of color and black-and-white digital printers, digital presses, multifunction devices and digital copiers. Our vision is to help people find better ways to do great work. We do this by consistently leading in document technologies, products and services that improve work processes and business results. For more information about world-class Xerox solutions or to schedule an appointment with a Xerox sales representative, call 1-800-ASK-XEROX ext. 964, or visit www.xerox.com/service.

XEROX[®]

Technology | Document Management | Consulting Services

Case Study

Results
you can
measure.



The Printing Innovation with Xerox Imaging Awards annually recognizes excellence and innovation in digital printing.

For more information or to enter, visit www.xerox.com/pixi.

Profitable New Business
Digital proofing is a profitable new business for TBC. Compared to traditional proofing, production of multiple copies costs less, yet turnaround is faster and proofs better resemble final pieces. Digital proofing also contributes to the firm's 35 percent growth in digital printing (2005).

Accelerating Turnarounds
Digital proofs can be produced in hours or minutes, rather than days. Approval processes are accelerated, because quantities of digital proofs are more cost-effective, eliminating single-copy routing. In addition, digital proofs use the same stock and finishing as the final, showing exactly what finals will look like. A dramatic example: TBC produced 10 copies of a

Chevy Uplander brochure proof in a three-hour window on a Saturday night to enable a Monday morning review meeting 600 miles away.

Boosts Profitability
Digital proofs have enabled Sandy Alexander's pre-press department to eliminate overtime on some jobs. In addition, because digital proofs better set client expectations, Sandy Alexander has fewer last-minute, on-press changes that require press shutdowns. Both boost profitability.

iGen3[®] Press Advantages
The iGen3[®] press prints on a wide range of stocks and has a wide color gamut to accurately represent most jobs.

Satisfying Customers
Most customers are thrilled with the quality and fast

turnarounds of digital proofs. Many ask for them on subsequent jobs. One included digital proofing in a bid, "Because none of the other bidders knew what it was," said Howard Swerdloff, vice president, prepress and quality services.

Promotes Digital Printing
Many TBC proofs are for annual reports and high-quality pieces with excellent art and design. TBC uses them as samples to open prospects' eyes to the technology's potential. How good are they? A Chevy Uplander brochure proof won a gold 2005 Printing Innovation with Xerox Imaging Award for short-run digital color printing, recognizing aesthetics and business effectiveness.

TBC Color Imaging, Inc. builds a profitable new business proofing offset jobs with fast-turnaround digital proofs, printed on the Xerox iGen3[®] Digital Production Press.



TBC Color Imaging, Inc.

TBC Color Imaging, Teterboro, N.J., is a leading provider of offset-quality digital printing. Services include on-demand, customized and wide-format printing, and Web-to-print and design services. Founded in 1985 as a graphic arts service bureau, the privately held company has 14 employees, generates \$2.5 million in annual revenue (2005) and is 50 percent owned by Sandy Alexander.

Web site: www.tbccolor.com



Sandy Alexander, Inc.

Sandy Alexander is one of the country's largest and most respected full service graphic communication companies. We provide our customers with extensive web and sheet fed printing capabilities; in-line finishing and ink jet imaging; digital and 1-to-1 marketing solutions; flexo label printing; all complemented by a wide array of digital and electronic media services.

Web site: www.sandyinc.com



SandyAlexander

The Challenge

1

“One customer needed immediate delivery of 10 Digital Matchprint proofs for their annual report. That typically takes days, not hours.”

Bob Logan, President, TBC Color Imaging



Since initiating its formal relationship with Sandy Alexander in 2004, TBC Color Imaging has occasionally helped its commercial printing partner by producing proofs for offset print jobs, using its Xerox iGen3® Digital Production Press with Creo® Spire™ Color Server. Typically, TBC stepped in when multiple proofs were needed with a faster turnaround than was available for traditional Digital Matchprint proofs. As demand for digital proofs grew—particularly to support some of the 30-plus annual reports Sandy Alexander produces—TBC recognized an opportunity to build a niche: digital proofing. Challenges included achieving proof-quality accuracy in color representation, manually assembling sometimes complex finished documents and meeting customer demands for especially fast turnarounds.

The Solution

2

“The iGen3® digital proofs looked so good that some clients thought the piece was in final offset form. We had to develop a sticker stating, ‘This is a digital rendition.’”

Bob Logan, President, TBC Color Imaging



TBC now makes digital copy-and-layout proofs available for Sandy Alexander customers who need multiple proofs—mostly for annual reports and automobile brochures. TBC installed the Artwork Systems Odystar™, an Adobe® PDF workflow, which is part of the Xerox FreeFlow™ Digital Workflow Collection. It is compatible with Sandy Alexander's Artwork Systems Nexus™ workflow, enabling improved sharing of computer-to-plate-ready PDF files. Digital proofs are printed on the iGen3® using the same stock specified for the final print run, then trimmed and finished to match the final piece. While some clients still require Digital Matchprint proofs, Sandy Alexander and TBC are profiling the iGen3® press to match their offset presses color on the offset presses, which will provide final color proofing for many customers.

The Benefit

3

“Producing multiples of digital proofs for offset jobs is faster and more profitable than traditional methods, and the proof looks almost exactly like the final piece.”

Howard Swerdloff, Vice President, Prepress and Quality Services, Sandy Alexander, Inc.



Production of digital color proofs is a profitable new business for TBC. Approval cycles are accelerated because digital proofs can be produced in hours or minutes rather than days, and they are more cost-effective in quantity, eliminating single-copy routing. In addition, digital proofs better set client expectations by showing exactly what the final will look like, using the same stock and finishing technique. Clients have been thrilled with the quality. Sandy Alexander benefits with improved profitability from cutting down on pre-press staff time for proofing and from fewer last-minute changes interrupting on-press jobs. TBC uses digital proofs of annual reports and product brochures to demonstrate the high quality of digital printing to prospective customers, effectively promoting its digital printing business.