

How much is a picture worth?

Xerox® iGen4® helps Adlis SAS find the value of thriving new business opportunity.



“More than anything, it is Xerox that we chose. The objective was to find a real partner for the business we wanted to develop. Xerox appeared to be the ideal partner that could help us move forward and that could be by our side in our projects.”

– Philip Swierk,
Sales and Marketing
Strategy Manager
Adlis SAS

Background

The art of digital printing... It's an area in which Adlis SAS has always been a master.

Adlis has excelled in the demanding world of commercial printing in one of the world's centers of fine art. Adlis has been printing in Paris, the city of lights, for more than a decade. And it has always excelled in the art of turning digital print into profit—with direct mail and digital book printing.

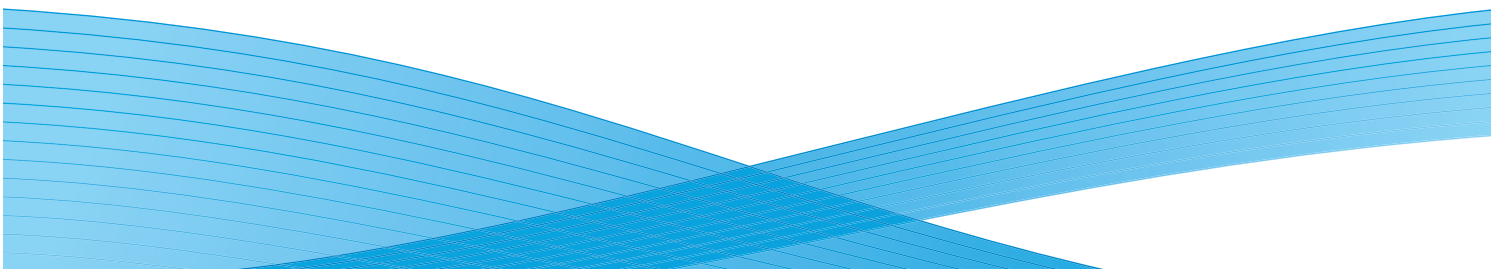
“Adlis was founded about 10 years ago,” explains Philippe Hourdain, Adlis President and Founder. “I took over a small offset printing company and soon after moved to digital printing. I immediately had the idea to use offset and digital as a duo. So we designed this offset–digital combination for advertisers, and the business started to kick in right away.”

The Challenge

And while Adlis produced outstanding work for creative services organizations and advertising agencies, more opportunity was out there that was just out of reach.

It was opportunity in the form of snapshots and moments in time. Family holidays. Blue skies at the beach. Blue eyes looking back at the camera. Virtually every moment, large and small, captured in billions of photographs that consumers take every year. New applications and new revenues were presenting themselves in the form of memories and the demand to turn those snapshots into photo books.

But the necessary image quality was lacking to produce photo quality images and to fully grasp the opportunity at hand. A higher level of quality was needed to allow Adlis to expand and continue its art of excelling in the world of digital printing.



The picture perfect solution.

Xerox® iGen4® and the image quality to produce works of art.

The Solution

After a thorough examination of the available alternatives, Adlis decided that iGen4 provided everything it needed to pursue and produce new, high-value photo books.

Photo books represent a tremendous opportunity for printers. The demand is there—millions of people take billions of images every year. The profit is there—consumers are willing to pay a premium to have their digital photos brought to life in print. And the opportunity is now there for Adlis—with iGen4 providing the right technology to print the blue skies that are in 60% of consumer images.

Together, iGen4's image quality, superior color and wide media latitudes form an ideal solution for Adlis as it brings photos to life as unforgettable photo books and business applications. iGen4 changed Adlis' business by elevating its image quality through innovative technologies such as Auto Carrier Dispense, Auto Density Control and consistent photo quality made possible by the Inline Spectrophotometer. And with up to 12 different stocks in the feeder, Adlis is able to print photo books that call for a variety of mixed stocks at rated speed.

For Adlis, orders for photo books have exceeded 20,000 in certain months and iGen4 has the inline finishing capabilities to produce large numbers of photo books with very short turnaround times.

"The goal was to increase our productivity while keeping the level of quality expected by our customers," says Philip Swierk, Sales and Marketing Strategy Manager. "For Adlis, quality is more than a statement. It is a true objective.

About Xerox. Xerox is a world leader in document outsourcing services with industry expertise that helps you reduce costs, achieve operational excellence and grow revenue. Our unique combination of experience, technology and delivery capabilities enables integration, transformation and continuous innovation of your office environment, centralized print production, and communication and business processes. We deliver excellence in every corner of the world—locally, nationally, globally.

For more information please contact your local Xerox representative or visit www.xerox.com or call 1-800-ASK-XEROX.

We needed to offer solutions that could really establish this tradition of quality so we can show the best responsiveness possible. The productivity and automation solutions offered by Xerox with the iGen4 allow us to address these various criteria."

The Results

Adlis has shown, without a doubt, that digital printing—and both commercial and consumers photography—can be a huge opportunity. With the image quality of iGen4, Adlis has excelled at the art of turning pictures into profit.

"We decided to create a web site dedicated to very small, small, and medium-sized companies, town halls, associations, museums etc. so they could use a photo book to promote themselves and their services," says Philippe Hourdain. "It did bring a new segment of customers that we did not have previously in the printing business."

In addition to fulfilling photo book orders for a partner organization, Adlis has put its own Web site in place to capitalize on the burgeoning demand for consumer photo books.

Adlis has opened a shop in the shadow of the Louvre, showcasing photo books and the outstanding image quality that is possible with iGen4. In that neighborhood, the results had better look good.

Adlis has realized that every soccer game, every holiday, every moment worth capturing are worthy of a photo book. After all, a family's photos from a vacation on the beach aren't great art to everyone... but they are to them.

And they are great opportunity for Adlis.

iGen4 tops list in photographic quality.

In its comparative evaluation of photographic image print quality produced by today's digital presses, this independent printer evaluation laboratory deemed the Xerox® iGen4 Press as "one of the best options available today" with regard to photographic image print quality. Here are some of the other key findings from the lab's analysis.

- "Out of the several high-quality options available in the market today, the four-color Xerox iGen4... emerged as overall best of the digital presses..."
- "Our summary finding is that the Xerox iGen4 offered the overall best photographic image quality among the tested digital press solutions for photo book applications and is a competitive option to conventional photo processing."
- "Compared to the very high-quality standard set by conventional photo processing among currently available options for consumer photo book production, the iGen4 provides competitive overall output quality at a significantly lower price."

Source: SpencerLab Digital Color Laboratory, White Paper, 2009. For full report visit: http://www.spencerlab.com/reports/SpencerLab-iGen4_WhitePaper.pdf

According to InfoTrends: a growing market.

The emergence and growth of the photo merchandise market come at a critical time for the photofinishing industry. Growth rates for traditional prints, once the staple of the photofinishing market, continue to fall, forcing vendors to find new sources of imaging revenues and profits.

With significantly higher profit margins and strong growth predicted, photo merchandise items such as photo books, greeting cards and calendars have the potential to provide a strong source of revenue for vendors in the digital photofinishing market.

Source: InfoTrends, Specialty Photo Products Report