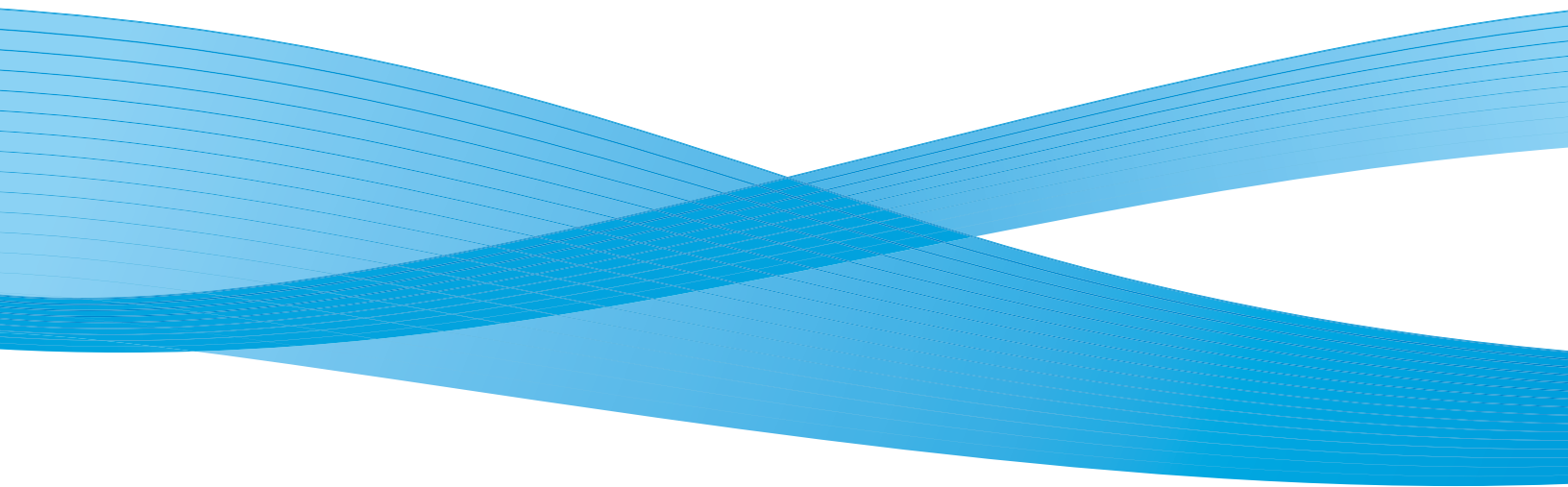


Photo-Based Services Drive 30% Annual Growth at Barksdale School Portraits



Dramatic changes in the school portrait business. Great growth opportunities in digital services, like photo memory books, ID cards, calendars and desk blotters.



Barksdale School Portraits

Barksdale School Portraits, based in Aston, Pa., near Philadelphia, serves about 600 nursery, elementary, middle and high schools, mostly in the Northeastern United States, with on-site portrait photography and related photo printing services. Founded in 1922, the company is the oldest school portrait company in the United States, in its fourth generation of family ownership. Today, Barksdale has more than 30 employees and generates about \$5 million in annual sales revenues.

"With the iGen3 press, we've changed the way we do business."
—Wayne Barksdale, director of Marketing, Barksdale School Portraits.

On the web:
www.barksdalephoto.com.

Challenge

A few years ago, Barksdale began replacing damaged or missing portraits in photo orders by printing the small quantities on digital printers. Pleased with the results, the company soon began offering digitally printed yearbooks and memory-books, produced by an outsourcer. "We recognized pretty quickly that mistakes put our whole business at risk," says Wayne Barksdale, director of Marketing, Barksdale School Portraits. "We needed more control of our destiny." That meant taking a significant leap: acquiring a press and leveraging their knowledge of color management and digital technology to produce the work in-house.

Solution

After in-depth research into offerings from Hewlett-Packard, Kodak and Xerox, Barksdale acquired a Xerox iGen3® 110 Digital Production Press in August 2006, with Xerox FreeFlow® Print Server, which also performs page imposition. Barksdale also acquired Xerox FreeFlow Makeready with the Xerox FreeFlow Scanner 665 to produce yearbooks from pasted-up pages. "The iGen3 press has the speed, the power, the line screens, the scanning solution and the support we need," Barksdale says. Now the company provides a litany of photo-based services that complement school portraits, including photo memory books, custom calendars, desk blotters, academic planners, library and visitor cards, peel-and-stick photos for record keeping, photo CDs and ID cards. Barksdale prints mainly on Xerox substrates, including linens, polyesters and specialty stocks, such as the Xerox DocuCard®, which Barksdale uses as discount redemption cards for its family plan members.

Benefits

"School requirements have changed," says Barksdale. "From our perspective, if you were just a photographer, you couldn't survive in the school portrait business today." With the iGen3 press, Barksdale offers a range of profitable new services that complement school portraits, driving 30-percent growth in annual revenues for four straight years, "practically unheard of in this industry," he says. The services also help the company reach its customer retention goals. "If we're providing four or five services well—rather than just one—we're more of a strategic partner and much harder to replace," Barksdale says. Yearbooks have been especially successful. In its first year with the new press, the company nearly doubled its yearbook production to 97 in-house jobs from 55 outsourced projects in 2005–2006. Barksdale is targeting 500 yearbooks by 2008–2009. Unlike school portraits, the yearbook business has no geographic boundaries that can limit growth potential. It accounts for 80 percent of the iGen3 press's volume of more than 1 million pages during peak yearbook production season from March to July, and costs are much lower than outsourcing.

For more information visit www.xerox.com/digitalprofit.

