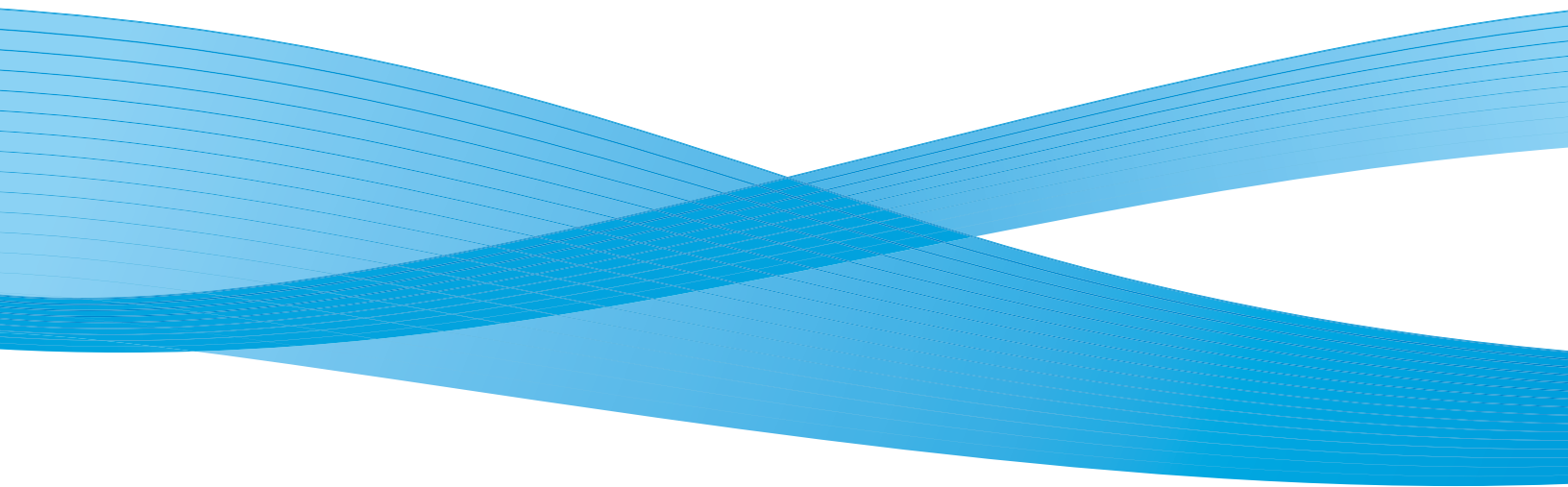


Richfield Lands New Business with Streamlined Digital Workflow, Xerox iGen3[®] Press



Automating digital color print workflow. Accelerating turnaround. Enabling shorter runs. Satisfying customers. Ultimately, expanding the business.



Richfield Graphics

Richfield Graphics, based in Berkshire, U.K., near London, is a full-service commercial printer offering a broad range of services, including creative design, digital and offset printing, storage and distribution, and—in partnership with sister company, Herald Chase—direct mail services. Founded in 1982, Richfield built its business as a trade printer, producing forms and stationery. The firm added commercial printing capabilities around 2000 and introduced digital printing services in 2004. Today Richfield is the print provider of choice for several national brands as well as numerous regional customers.

“Utopia for me is job in, job out and one person touches.”

—Andrew Townsend, Commercial Director, Richfield Graphics

On the web:
www.richfieldgraphics.co.uk/

Challenge

With more than 25 years' experience in commercial printing, Richfield Graphics recognized a few years ago that a shift was occurring in the industry. Customers were demanding shorter run lengths and faster turnarounds. Richfield responded in 2004 by introducing digital color printing services with a Xerox DocuColor® 6060 Digital Color Press. Customers appreciated the new option, and print volume grew rapidly. But as the number of discrete print jobs grew to more than 20 per day, processing and managing them became a challenge. Bottlenecks occurred throughout the workflow—in acquiring print jobs from customers, in preparing jobs for print and in capacity limitations for digital print production. As customers sought increasingly faster turnarounds, staff struggled to scale with the demand and to maintain the accustomed high level of customer satisfaction. Management recognized that continued growth required a more efficient workflow.

Solution

After researching various digital color printing and workflow solutions, Richfield decided to build on its successful relationship with Xerox by acquiring a Xerox iGen3® 110 Digital Production Press with a Creo® Spire™ Color Server and two Xerox FreeFlow® workflow components. One, Xerox FreeFlow Web Services Powered by Press-sense™, is an automated Web-to-print solution, which enables customers to order and submit jobs online, freeing Richfield staff for other tasks. The other, Xerox FreeFlow Process Manager®, automates many processing capabilities, enabling jobs to move through the shop with minimal staff involvement. Additionally, the iGen3 press boosts digital color printing capacity to 1 million or more pages per month, while delivering outstanding image quality and color consistency.

Benefits

Since installing the Xerox iGen3 press and FreeFlow workflow systems, Richfield has experienced volume growth in both digital and offset litho print. Volume on the iGen3 press is more than 500,000 images per month on 30 to 50 jobs per day. About 40 percent is new, digital-specific work that Richfield would not have won without the new equipment. The new workflow enables Richfield to produce more jobs in less time to meet the volumes and turnarounds customers demand, without adding to staff. More than a third of Richfield customers submit their orders using Web Services, which provides 24/7 access to place and proof orders anytime. Many jobs are prepared entirely by FreeFlow Process Manager with no human intervention, enabling jobs to move through the shop in hours rather than days and resulting in better margins on short-run work to boost profitability. Now Richfield wants to build on its strong data and information technology background, significant mailing operation and new digital printing capabilities to explore variable information printing for direct marketing and other applications.

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

