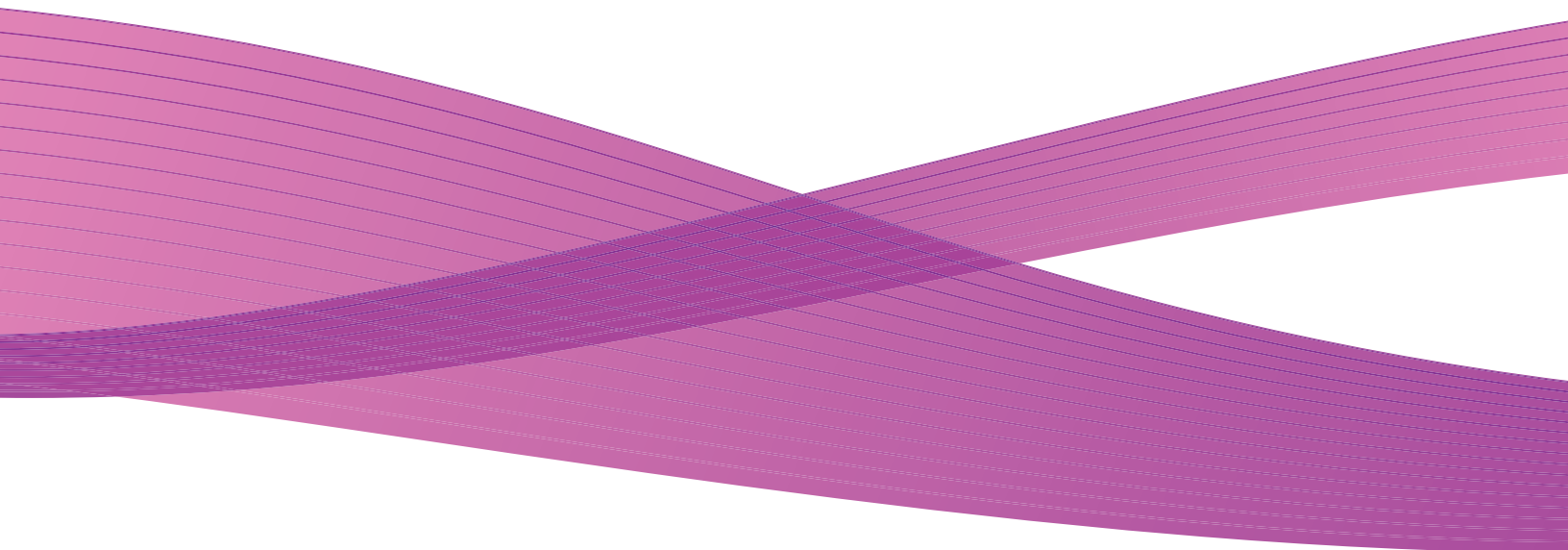
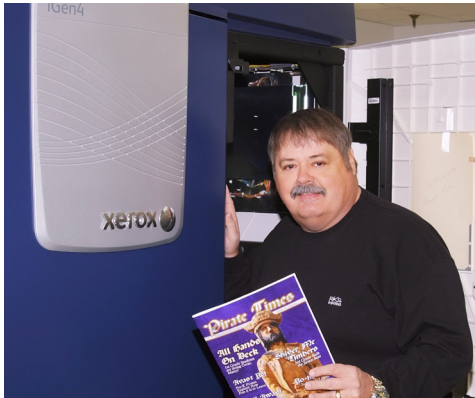


Ruth Kelly Studio Case Study.

Helping a business
with a proud history
build a brighter future.



Ruth Kelly Studio



Ruth Kelly Studio (RKS)

This full-service, family-owned photography studio and lab is located in Muskogee, Oklahoma. It opened in 1960 and currently serves more than 100 different school districts. Its reputation for providing quality photographic and printing products and services at reasonable prices has helped drive the company's continued growth.

RKS account executives, who are retired school administrators themselves, work closely with administrators and yearbook staff to deliver high-quality end products that meet the needs of the school, its students, and parents. The company offers support for everything from innovative marketing strategies to creating the finished product itself.

The studio prints all school pictures in their own lab, which translates to faster production and better service for their customers. RKS also provides services such as child-safety ID cards, picture Rolodex cards, sticker photos, award certificates, photo bookmarks, posters, and more.

"Our iGen4 has the latest technology, but it's as reliable as an old mule—and the service we get from Xerox far surpasses anything we've had previously."

Robert Kelly
President and CEO
Ruth Kelly Studio

Challenge

It takes a long time to build an outstanding reputation, but only a moment to lose it. Since 1960, Ruth Kelly Studio (RKS) has been providing its customers with high-quality photography and customer service. However, its production press wasn't living up to RKS's high standards. "It was a nightmare," remembers Robert Kelly, president and CEO of RKS. "It seemed like it was always breaking down."

In addition, he found that the service, support, and training from the manufacturer was lacking—and maintaining consistent color proved to be a challenge. Kelly knew that he couldn't risk RKS's hard-earned legacy on unreliable equipment. He needed a solution that could deliver consistent color and image quality, and help RKS expand its capabilities to stay ahead in today's highly competitive marketplace.

Solution

RKS replaced its equipment with a Xerox® 700 Digital Color Press and noticed the difference right away. "It worked unbelievably well," Kelly says. "Finally, we had a digital press we could rely on."

In fact, it worked so well that in March 2010, RKS decided to upgrade to a Xerox® iGen4® Digital Press to meet customer demands and expand the company capabilities. Kelly knew from his experience with the 700 that Xerox would provide everything his business needed to succeed with digital printing: image quality, consistent color, training, service, and support.

With features such as a patented inline spectrophotometer, auto density control, color system check, and advanced color profiling, the iGen4 has made it easier for RKS to maintain color consistency. "We previously had color-separation shift," Kelly says, "but the iGen4 has inline sensors to correct that."

Benefits

The Xerox solution increased print speeds by 50%, allowing RKS to do more short runs, turn jobs faster, and take on more work. "We can do a lot of things we couldn't do before—and things that our competition can't or won't do," Kelly says.

While the industry as a whole is trending flat or down, Kelly is pleased to report that RKS's business is up by 10%. "The iGen4 has helped us get more products to market, and go out and get more business," he says. "We felt it was an essential investment, and we're pleased with the returns we're seeing now."

Kelly is also more than pleased with the service and support he's getting since partnering with Xerox. "They have been with us before, during, and after the sale," he says. "The level of support we get from our representative has been a 12 on a scale of one to 10."

Kelly also gives Xerox training high marks. "With other manufacturers, it's one week, then you're on your own," Kelly says. RKS received three weeks of on-site iGen4 training, with additional follow-up and support. Extended Xerox training even allowed staff members to become certified service technicians to help maximize uptime. "It's just a better way of doing things," Kelly says.

The iGen4 also has RKS well-positioned for the future. Using the iGen4's extra-large feeder option and LumaPix® creation software, the company is planning to offer hardcover school yearbooks that rival the quality of leading yearbook providers. "Once the yearbooks come online, we feel we can more than double our operation," Kelly says.

Another application that helps set RKS apart is a customized, 22.5" x 14" yard sign for parents. For example, a school sports-team sign can be customized with a child's photo and uniform number. Signs are digitally printed on the iGen4 using vinyl stock and glued to plastic board so they can withstand the elements. The signs have proven popular with parents and school administrators alike. RKS can offer them free in return to help secure the printing contract for sports-league programs, or use them as a value-added extra to help "seal the deal" for school-picture contracts.

For more information,
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