

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](http://www.xerox.com/service).

**XEROX**<sup>®</sup>

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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](http://www.xerox.com/pixi).

**Art-Level Quality**

“The quality from the iGen3<sup>®</sup> press was as good as offset printing in my opinion,” Reinhard said. “I compare it to other coffee table books, and for both quality and content, I don’t think there’s any difference whatsoever.” Customers are similarly enthused.

**Affordable and Profitable**

Production costs have met the Reinhard’s budget while permitting profitable margins for direct sales. In contrast, an estimate from a low-cost offset printer in Asia was eight times higher than Triangle’s shorter run.

**Rapid Turnarounds**

The first 100 copies were printed in just a week and a half, in time for the summer show season. Proofing with a bound copy produced on the iGen3 press further

accelerated turnaround by showing the Reinhard’s exactly how the book would look.

**Sales Success**

The Reinhard’s have produced and sold several hundred books and anticipate future orders and a second title. Triangle has signed a number of additional book customers since initiating the business with the Reinhard’s.

**Reputation Builder**

At festivals where multiple photographers display their work, having a book for sale immediately establishes credibility. Dave Reinhard acknowledged that, “You’re taken more seriously.”

**Effective Marketing Tool**

Triangle uses the book as a high-quality sample to initiate new business. “This book has gotten us in door of places

where we didn’t even have a conversation before,” Teti admitted. “We’re producing end-of-the-road work, not just mock ups, for some of the most important and largest creative agencies in New Jersey.” As a result, about a quarter of iGen3 press volume is new business and digital color has grown by 20 percent or more each of the last five years.

**Award-Winning Work**

The book received a gold award in the books and manuals category of the 2005 Printing Innovation with Xerox Imaging (PIXI) Awards, recognizing its business value, quality, and innovation.

Triangle brings *Nature’s Impressions* to life with high-quality, low-cost book production on the Xerox iGen3<sup>®</sup> 110 Digital Production Press.



## Triangle

Triangle is a fully integrated digital imaging provider specializing in digital print in large and small formats. Services include design, blueprinting, finishing and binding, distribution, and on-site document services. Founded in 1939 as a blueprint company, privately held Triangle has about 120 employees at 14 franchises and company-owned stores in New Jersey and its Lawrenceville headquarters, which includes a production center.

Website:  
[www.triangleart.com](http://www.triangleart.com)



## Photos from the Wild

Wildlife and nature photographers Dave and Lisa Reinhard formed Photos from the Wild in 1999 to market their photography through vehicles such as art festivals, gallery shows, the Web, books, and stock photography services. They are based in Albrightsville, Pa. in the Pocono Mountains.

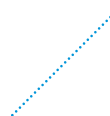
Website:  
[www.photosfromthewild.com](http://www.photosfromthewild.com)

## The Challenge

# 1

“We wanted the highest possible print quality for our book, but we were frustrated by the high costs and volume requirements of offset printing.”

Dave Reinhard, Photos from the Wild



Dave and Lisa Reinhard developed a successful business selling prints of their nature and wildlife photography at art shows, gallery showings, and on the Web. Seeing the success other photographers had selling photo books at festivals, the Reinhards decided to self-publish their own collection. They were confident in their ability to design and lay out the book but were challenged to find a printer capable of delivering the high quality they demanded at a cost they could afford. The large minimum quantities required for high-quality offset printing made it cost-prohibitive—even for lower-cost offshore production. Digital printing enabled affordable short runs, but, Dave Reinhard said, “I saw digital printing from several machines and wasn’t happy with the quality.”

## The Solution

# 2

“Our acquisition of the iGen3® press enabled us to produce full-color books quickly, at a quality level that’s sellable at retail.”

John Paul “JP” Teti, Solutions Development Representative, Triangle



While researching print options for their book, “Nature’s Impressions,” the Reinhards discovered the Xerox iGen3 110 Digital Production Press and learned from a directory on the Xerox website that nearby Triangle had one. After several meetings, the Reinhards chose Triangle to produce an initial run of 100 8.5-by-11-inch books, 100-pages long, containing 105 color photographs. Triangle worked with the Reinhards to optimize the Adobe® PageMaker® book file and pre-flighted it with Enfocus PitStop Professional. Then they broke the 3-gigabyte file into smaller “chunks” to optimize efficiency on the iGen3 system’s Xerox DocuSP® Color Controller, which also performed page imposition. Partner McGarrity Bindery perfect bound the book, and cover lamination with GBC Hi-Tac Lay-Flat film prevented curling and sticking.

## The Benefit

# 3

“Our eyes have been opened not only to opportunities in publishing, but to what the application is doing for us as a marketing tool.”

John Paul “JP” Teti, Solutions Development Representative, Triangle



Triangle completed the first run in a week-and-a-half, in time for the summer festival season. Production costs met the Reinhards’ budget while enabling profitable direct sales. The Reinhards and their customers are thrilled with the quality, and the book won a 2005 Printing Innovation with Xerox Imaging (PIXI) Gold Award for quality and business value. The Reinhards have sold several hundred books and have benefitted from the enhanced professional reputation it fosters. Triangle has won additional book-publishing customers and uses the book as a marketing tool, gaining entrée to image-quality-conscious advertising and design agencies. Among the results: a quarter of iGen3 press volume is new business and digital color has grown by 20 percent or more each of the last five years.