

The New Business of Printing

Connect with Xerox Emirates

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Message from the General Manager



Andrew Hurt

Dear Readers,

It is my pleasure to welcome you to our quarterly newsletter which has been specially targeted at the Graphics Art Sector. Topics in this newsletter have been crafted to discuss a wide array of subjects such as new trends and technology in the industry, challenges faced by the Graphics Art Sector in the UAE and also essential printing tips on how you can maximize your office profitability & control cost by implementing smart Xerox solutions.

As part of its mission to represent, support and protect the interests of the business community in Dubai, the Dubai Chamber of Commerce & Industry has elected an executive committee of Print & Publishing Group that will operate under the Chamber's umbrella. We are proud to inform you that Xerox Emirates was selected as one of the members for the task groups which aims at tackling key issues and initiatives within Graphic Arts industry.

Our customers are our partners, and we are here to help you achieve speed, efficiency, savings & effectiveness in all your document related processes. My team and I are dedicated to this task and assure you of our collective commitment to your needs over the months and years ahead.

It's Time to Move to Digital Printing

The business of printing has changed dramatically in the last 20 years. Digital technology is where the growth is and digital is where Xerox leads the way. On the pages that follow, you'll get a look at the state of the printing industry...and how Xerox delivers value to our customers every day. Below are some of the key benefits of Digital Printing :-

- I. Shorter turnaround.
- II. Customization – now you can send customized booklets, brochures and even magazines to your customers.
- III. Variable Data Printing – this is a form of customizable digital printing. Using information from a database or external file, text and graphics. can be changed on each piece without stopping or slowing down the press. Variable data printing is used primarily for direct marketing, customer relationship development and advertising.
- IV. Printing Accuracy – more accurate counts, less wastage and fewer variations, as ink and water is not balanced during press runs in digital printing.
- V. Lower Production cost – cheaper low volume printing. While the unit cost of each piece may be higher as compared to offset printing, when setup costs are included digital printing provides lower per unit costs for very small print runs.



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Move to Xerox Digital Printing and See the Difference

Below are some of our industries leading presses and digital solutions, for more detailed technical information on digital technology and machines you can also visit www.xeroxuae.com. The Xerox 700 Digital Color Press – this machine prints 70 pages per minute in color or black and white, and provides an affordable way to start building or expanding a digital printing business, especially for, quick printers, commercial printers, creative agencies and photo specialty retailers. The system has the image quality and productivity of a high-end production press and is ideal for photo books, brochures, direct-mail pieces, catalogues, calendars and postcards.

Xerox iGEN 4

This is Xerox's Flagship digital product and has the following state of the art features :-



- Inline spectrophotometer automates color adjustments and calibration to consistently deliver superior image quality and spot color accuracy.
- Auto Density Control automatically detects and eliminates density variations.
- Carrier Dispensing System replaces traditional developer and yields consistent color uniformity.
- High Definition Linearization eliminates the need for gray scale calibration, resulting in better production of neutral grays and highlight shadows, improved photo smoothness and greater color stability.
- Advanced Color Profiling enables greater color consistency and realism in objects such as faces and skies accurately matches GRACoL and ICC DeviceLink standards.
- Up to 6 input feeder modules with two trays each for a capacity of 30,000 sheets - extendable to 80,000 total sheets with optional roll feeder.
- Wide array of paper stocks including coated, uncoated, textured, smooth, and specialty; and the largest cut-sheet size of any digital color press (364 mm x 571mm).

XEROX DocuSP Color Management



Color management is a process of attempting to match colors across input (scanners, digital cameras), display (computer monitors), and output devices (color printers). XEROX Color management software converts RGB and CMYK input color profiles to the color gamut of a specific output device.

DocuSP supports the traditional CMYK workflow as well as the ICC Profile workflow. To know more on how you can enhance your print quality by using XEROX color management, kindly visit the following website.

http://download.support.xerox.com/pub/docs/DocuTech_6100/userdocs/any-os/en/colormgt.pdf

Customer Success Stories

Mr. Faisal Iqbal, General Manager, Digital Office – “Xerox Emirates is profoundly creative and they know their business. Their technology is state of the art coupled with prompt technical support which helps us serve our customers efficiently. I always appreciate their understanding of my objectives and the creative solutions they provide. The latest initiative of Xerox to provide comprehensive training to us has been a great help for our business development. I am extremely grateful to work with Xerox and I plan to continue working with them in the future.”

Mr. Ramzi Razian, Managing Director, Spectrum Digital Print Solutions – “Xerox is the partner of choice for Spectrum Digital Print Solutions. The state-of-the-art Xerox solutions and superior service help us to exceed our customers' expectations and meet our business objectives.”

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1. Which of the following technologies offers lower initial set-up cost for low volume printing?
a. Digital b. offset
2. Which of the following offers Variable and personalized printing option?
a. Digital b. offset
3. Print on Demand (POD) requirement is best suited to which technology?
a. Digital b. offset
4. Who is the global leader of digital print solutions?
a. Xerox b. Others, please specify.....

Please submit your answers to events@xerox.ae

Tips, Insights, Tactics – Drastically Improve Your Digital Production

XEROX Profit Accelerator – Given the challenging economic conditions tapping into our knowledge resource center will help increase your office's productivity, manage your business's image and improve your bottom line.

- ProfitAccelerator from Xerox is today's most robust set of tools and programs designed to maximize your digital printing equipment investment.
- It brings together Xerox's unparalleled digital printing experience & expertise, world-class resources and industry-leading support, all with one goal in mind: significantly boosting your digital print business and your profits. To know more on how Xerox can make your business more profitable, kindly visit the following related website <http://www.xerox.com/digital-printing/business-development/digital-print-resources/enus.html>

Designing Techniques

Light and its different sources can change the way we perceive color in our artwork. Below is a brief explanation of the importance of light in deciding color and tips on how to reduce the false perception :-



- All light sources have a color bias to some degree whether it is blue, yellow, or red. Most of the time we see colors as a result of light bouncing off of an object. Also, the color of an object adjacent to what we are viewing can also affect the actual colors we see. It is because of this color bias we need to use a controlled light source for evaluating all printed materials.
- The varying sources of lighting in our regular work environments whether incandescent, fluorescent, sodium vapor or sunlight all have a differing color bias.
- Light booths with known lighting characteristics are used in the printing industry for evaluating and approving printed color materials. The color of a light source is defined in degrees Kelvin. Two common options are the D50 (5000 Degrees Kelvin) and the D65 (6500 Degrees Kelvin or daylight) lighting standards. If you choose to evaluate color, be sure to remember the light source you are using will affect the resulting color you perceive.

Market Updates

- A recent market survey conducted by IDC, the premier global market intelligence firm showed a rapid migration in consumers opting for digital print technology with more than 33 percent of the respondents agreeing that there has been 25+ percent increase in digital volume mainly caused due to migration from offset printing.

XEROX Go Green Printing Tips

XEROX has always been committed to a cleaner environment and below are some tips which can make a huge difference to our society and environment at large

- Return toner bottles and cartridges for recycling. The Xerox Emirates Recycling Program has kept millions of used supplies out of landfills. To learn more about our program, visit :- <http://www.xerox.com/about-xerox/environment/ena.html>
- Think before you print. Use the Print Preview feature to avoid printing unwanted pages. Better yet, use XEROX GreenPrint™ software that automatically finds pages with typical waste characteristics, such as pages with just a URL, banner ad, logo or legal jargon, and asks if you want to print them. To know more about this feature, kindly visit <http://www.office.xerox.com/solid-ink/save-paper/enus.html>
- Digital production printing solutions offer an alternative to offset printing to enable reduced use of chemicals and improve indoor air quality.
- Print-on-demand applications and FreeFlow digital workflow enable material and waste reduction.
- Electronic document management avoids the need for paper altogether.
- Use scanning to enable digital workflows. Xerox multifunction printers can be your on-ramp for turning paper files into electronic ones. Scanning documents makes them easy to archive, share, email and retrieve. This saves time spent searching for information, and saves money by reducing paper document warehousing or storage costs.