

Nubar Printing House enters digital printing world with Xerox® Production Systems



Background

Established in 1939, Nubar Printing House has a long and well-respected history in the Egyptian printing market. Its main enterprise is business support services such as: photography, color proofing, desktop publishing and photocomposing, in addition to products that range from advertising and marketing materials, books, magazines and posters. Nubar is also well known for its quality offset printing services. In an attempt to keep pace with the latest technology and printing trends, Nubar recently incorporated digital printing equipment with the help of Xerox's new digital systems. The systems were installed in Nubar's branch in Shubra that was recently renovated and inaugurated under the name of "Nubar Digital".

The challenge

Due to the demanding nature of the printing business, being able to handle quick turnarounds and small quantity prints is a must. Nubar's current offset facilities could not accommodate short-run projects since it was too expensive and time-consuming to produce using the offset method. Nubar was forced to turn

down lucrative projects and clients, and risk damaging the "Nubar" brand it had spent decades building. This encouraged Nubar to install Xerox's digital solutions to help expand its client base and embark on a huge market it couldn't previously serve.

The solution

Seeing Nubar's potential, the Xerox team identified two products that would help the company boost its revenues and capabilities, while reducing costs and time spent on projects, they were the Xerox® Colour C75 press and Xerox® D125 digital systems. Xerox® Colour C75 press is one of Xerox's most versatile colour printers, with a huge production power and a small footprint for its capabilities. The press' advanced scanning and copying features provide workflow efficiencies making a plus for businesses entering the digital marketplace. It runs up to 75 pages per minute on uncoated stocks and up to 51 pages per minute on coated, opening up new opportunities to produce more profitable jobs with a print volume capacity of 75,000 pages a month. It also comes with patented Xerox® software that allows printing specialty publications,

posters, books and graphics. The Xerox® D125 is a monochrome light production system is built to handle demands of print-intensive environments. It can print up to 125 pages per minute and offers print, copy and scanning technology. Productivity can be increased with archiving and stamping software allowing users to store documents electronically and guarantee their authenticity with numerical markings. That's on top of an array of finishing options that provide a professional touch to documents, from booklet making to creasing, stitching and hole punching. This system can create innovative and diverse products to meet any printing need, helping customers boost their revenues and increase the number of clients they serve.



Dr. George Nubar, Owner of Nubar Printing House, and Xerox team at the signing of the contract.

Xerox ensured a smooth switch from offset to digital printing by giving Nubar's staff in-depth training on both presses. Although Nubar's staff was familiar with a number of Xerox office products, it was their first time to use Xerox's commercial printing applications. Once training was completed, the company quickly turned their new knowledge into tangible results.

The result

Thanks to Xerox's innovative printing technology, Nubar has:

- Increased their digital client base by 30%
- Reduced costs on short-run projects to allow the firm to take on a larger variety of jobs, particularly in the commercial sector
- Decreased risk and cost of missing deadlines
- Improved turnaround times for any project either big or small.
- Fully integrated digital printing for new and existing clients

"Nubar Printing House has been using Xerox® office printers for 10 years, but it was the first time we explored the possibility of partnering on digital or commercial printers. I have to say we are impressed with how smoothly we were able to integrate digital solutions on our end. Xerox made sure our staff had the right equipment and training to enter the digital printing world with resounding success. Our 30% increase in new digital print requests is a proof. We look forward to working with Xerox again in the future" said Mr. Robin Nubar, Nubar Press Partner & Owner.

About Nubar Printing House

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About Xerox

Since the invention of Xerography more than 75 years ago, the people of Xerox® (NYSE: XRX) have helped businesses simplify the way work gets done. Today, we are the global leader in business process and document management, helping organizations of any size be more efficient so they can focus on their real business. Headquartered in Norwalk, Connecticut, we have more than 140,000 Xerox employees and do business in more than 180 countries, providing business services, printing equipment and software for commercial and government organizations. Learn more at www.xerox.com.