

“We’re saving them a lot of headaches. We’re helping them focus on what they do best, which shouldn’t be imaging and mailing.”

—Brian Coats, *Director of Marketing*, MAR Graphics



The Challenge

MAR Graphics primarily operates as a trade printer, with a significant amount of their sales generated through distributors and brokers. One print distributor approached them with a particularly complex job—to see if they could help a government agency reduce the cost of printing and fulfilling the stickers required for every vehicle permitted to haul material in the state. But these were no ordinary stickers. They needed to remain colorfast throughout their year of issue, stay affixed no matter what weather conditions the hauler encountered and incorporate authentication and anti-forgery features.

The Solution

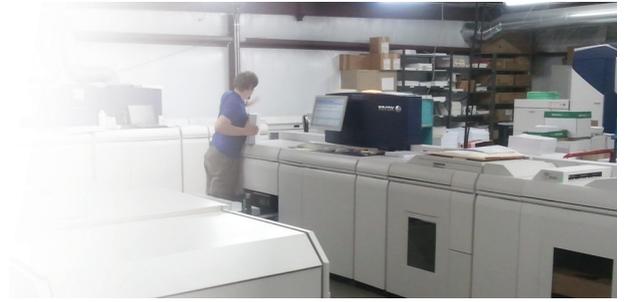
MAR devised a solution combining a customized, offset printed base stock with an affixed decal/sticker, personalized and printed on-demand using a Xerox Nuvera®. When MAR Graphics receives data from the government agency, they use Xerox® FreeFlow® VIPP® to streamline and automate the personalization and to print hauler and permit information in batches weekly. Each decal is then laminated, folded, inserted and mailed to the individual recipient.

The Results

By creating this all-in-one document, MAR Graphics has helped save the government agency 30%–40% in print and fulfillment costs. They are able to quickly turn around the printing and fulfillment of the stickers and cost-effectively produce small to medium runs while quality checking each piece to ensure accuracy. In accordance with the government agency’s requirements, the new process incorporates a number of security features built into the stickers to deter counterfeiting. As a result, the government agency and the distributor are delighted with the solution MAR Graphics has delivered.

“We’ve had nothing but great feedback from them. Xerox helped us deliver on everything we said the product would do.”

—Brian Coats, *Director of Marketing*, MAR Graphics



Combining Capabilities to Expand Business

MAR Graphics opened in 1961 with forms-web presses. They’ve since added UV half-web presses, flexographic label printing and digital printing to their shop.

A distributor contacted MAR Graphics to see if they could more efficiently produce and streamline fulfillment for one government agency’s permit program. For this program, any truck that hauls a certain type of material needs a certificate and a sticker on the truck and trailer. Stickers are color coded by year.

“What we were trying to do is take a document that was extremely expensive to produce and didn’t incorporate security features and produce it cost-effectively with security built in,” said Brian Coats.

The state’s previous vendor had been printing the stickers on an 8.5” x 11” vinyl sheet using a different process. This gave print-on-demand flexibility, but was expensive, cumbersome, and lacked a high level of security.

With the new process, a shell is preprinted, pre-perforated and stickers affixed. It’s ready to go when MAR Graphics receives the data from the state weekly. They use the Xerox® FreeFlow® VIPP® solution to streamline personalization.

The 8.5” x 11” preprinted sheets are run through a Xerox Nuvera® to produce an all-in-one document containing a pre-perforated registration document and two stickers that go on the vehicle itself.

Secure from the Elements—and Fraud

The registration document features key data including mailing address, registration number and expiration date. A number of security features deter alteration and forgery, such as:

- ThermoInk, that when rubbed disappears. After it cools, it reappears.
- Microprint in the color background
- A unique certificate border
- Hidden features right in the sheet

The two stickers each have a clear fluorescent varnish applied. To verify a truck or trailer’s authenticity, officials can hold a UV light source to the sticker and the clear varnish glows.

The preprinted inks on the stickers are colorfast and lightfast—fading only 2 percent after hundreds of hours of UV exposure over the course of a year. The stickers must be able to perform in environments fluctuating from minus 40 degrees to over 200 degrees. The Xerox Nuvera® was able to achieve these goals.

MAR Graphics also had to ensure the light fastness and durability of the toner from the Nuvera would meet the agency’s requirements. For that they consulted a Xerox technical specialist.

“There were some really technical questions we had to answer on the back end in order to win the bid. Xerox was on top of it immediately and really helped us.”

A New State of Efficiency and Savings

Creating these certificates and stickers is a smooth-running process that has saved the state between 30 and 40 percent of the previous vendor’s cost, according to a representative from the state.

“With multiple end users waiting for documents that are required for their business to operate, it is critical that data accuracy and timely delivery of the processed document be accomplished. MAR Graphics has met those requirements.”

“The project includes daily activity and file updates with processing multiple times per week. We have been in full production more than a year now, and it all has been processed and mailed without a hitch.”

The agency is thrilled—with the quality and performance they require.

A Healthy Step toward Direct Mail

MAR Graphics also serves almost 500 other customers in sectors including financial, insurance, retail, education and healthcare.

One very successful program is for a healthcare network based in St. Louis. When a new doctor is added, or a doctor moves locations, they send a letter to the affected patients that integrates a convenient peel-off reminder card. Using their Xerox® iGen4® Press, MAR Graphics cost-effectively prints between 100 and 2,500 update mailings regularly for this client.

Because Xerox® devices can run a wide variety of stocks, MAR Graphics has become increasingly creative with dimensional direct mailings and pressure-seal all-in-one mailers—even running a promotion that features affixed YellowNotes™, a digital print compatible material similar to Post-it® Notes.

Says Coats, “Most of our pieces have an interactive element to them. The best way to show them off is to put them right in our prospective customers’ hands.”

About Xerox. Xerox is the world’s leading enterprise for business process and document management. Xerox technology, expertise and services enable workplaces—from small businesses to global enterprises—to simplify the way work gets done so they operate more effectively.