

Outstanding image detail and high style help sales reach 90 percent for photographer's coffee-table book.

De Budelse b.v.



The Himalaya—Photographic Coffee-table Book

Best-of-the-Best Program Winner—Photo Publishing

Xerox Premier Partners Global Network



De Budelse b.v. delivers superb quality in short runs for big sales.

A photographer's mission to show the poor yet spiritual and happy Himalayan culture—and raise money for education in that area—centered on production of a high-quality photo book. De Budelse had a solution the photographer had not even dreamed of.

Challenge

De Budelse was approached by a photographer who had visited the Himalayas 14 times. He had taken so many images of the area that he decided to create a book about the beauty of life there—with hopes that sales of the book could help fund education of less fortunate students in Zanskar, India. The photographer's main concern was the quality reproduction of the photos—that they look perfect both in color and detail. Also, the photographer wanted to run a relatively small quantity of 1,000. He posed the question to a number of printers if it could be printed offset.

Solution

"When we saw the book we knew we could print it in four-color using offset. But the big difference between digital and offset is that with digital we could use the complete area of the image across the spread," said Harry Mennen, account manager for De Budelse. "We went back to the photographer and said, 'We have a suggestion.'"

Mennen told the photographer that by printing digitally on the Xerox® iGen4® Press they could give him better quality and that De Budelse could produce it in the quantity he requested.

"We showed him the difference in quality between offset and the iGen4, and it was very quick for him to make the decision to go with the iGen4," said Mennen.

Once the book's layout was complete, the photographer forwarded the files via the web, and De Budelse easily dropped them into the iGen4 Press for production. The photographer then brought his laptop to the shop, and based on proofs from the iGen4 Press, manipulated his files to upgrade the quality of the photographs so the images would reproduce better. "That's a nice thing you can do for your customer," Mennen stated.

The book was then hardbound with gold foil lettering on the cover and spine. Finally, a dust jacket was printed and folded around the book.

Results

Instead of one print run De Budelse was able to deliver the quantities in smaller runs, making the cost more competitive and eliminating the risk of having to stock extra copies. They worked with the photographer to decide print numbers based on sales forecast. "The client is very happy with the book," said Mennen. "Its rich detail, with light and dark areas remaining exactly as shot, represent the photographer's vision." The 1,000 pieces

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De Budelse, based in the Netherlands, is a printing and marketing services provider specializing in all types of printed materials, including boxes, magazines and catalogs. Over the past 10 years they have transitioned to a hybrid print organization, using both offset and digital presses.

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were completed in two or three print runs, the first being the smallest. He has brought it to a number of shops in the Netherlands, and of the first print run, almost 90 percent have been sold within a few months. A second run, featuring the Best-of-the-Best logo will soon be printed to restock the shops and support the photographer's mission of improving education for children in the Himalayas.

"With Xerox we have found solutions that allow us to provide better options to the market," said Mennen. "The Himalaya book is in general what is going on in the world of printing. The high volumes of the past, printed on offset, are decreasing and being transferred to printing in digital."