

Colorful, memorable booklet on offshore rig life caps two-day event.

Printagraph



The 2012 Stena Sphere Forum
“Offshore Experience” Book

Best-of-the-Best Program
Winner—Books

Xerox Premier Partners
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Printagraph uses creative design and high-value production to bring home the Stena Drilling experience.

One of Printagraph's key clients, Stena Drilling, approached them for printing and event support for the 2012 Stena Sphere Forum. The annual exhibition brings together board members and senior executives from one of Sweden's largest companies—Stena AB. It was the first time Stena Drilling would host the event. And they wanted it to be impressive.

Challenge

After the initial meeting regarding the event with Stena AB, Stena Drilling briefed Printagraph. Printagraph was able to present a number of creative ideas supporting the experience and highlighting various aspects of offshore rig life. "As you walked around the exhibition you could get a feel for what they were doing and what it was all about," said Andrew Hall, managing director, Printagraph. "We put together a complete pack to hand out to guests as a reminder of the event. But we wanted to have a memorable printed element as well."

Solution

The 2012 Stena Sphere Forum book followed the same flow as the exhibit to help attendees understand life on an oil rig. Rather than using actual photos, Printagraph suggested it portray life in a friendly, lighthearted way through cartoon illustrations done by a local artist.

"I didn't want it to look like real life, because offshore life is quite harsh. Stena was open to suggestions and knew we were confident in our ability," said Grant McLean, account manager.

Printagraph had full creative design input on the book, down to the branding, which had to be different from Stena's standard corporate identity. After the proof was

approved, the commemorative book was run on one of Printagraph's two Xerox® iGen® presses.

The Xerox® iGen4® Press played a critical role in producing this high-value, memorable book. For one, it was run on a sturdy 350 gsm paper stock. "One of the features of the iGen is its ability to print on a very wide range of substrates including some fairly heavy material. Our competitors could not produce that heavy a material unless they had an iGen," said Mr. McLean.

"You have to use the best tools that you have in the bag. And the iGen is one of them for us."

—Andrew Hall, Managing Director

In addition, once Stena gave the final go-ahead on the book, there was a very tight turnaround to produce 300 copies—and the speed and quality of the iGen was able to meet this challenging deadline. "The designers worked closely with the iGen operators, so they could see straightaway if there was a problem. Which there wasn't."

Once the book's pages were printed, they were creased using a Morgana Autocreaser, then sent to a bookbinder in Essex, U.K., for stitching. To add a final

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Printagraph is a printing and marketing services provider based in Aberdeen, U.K. They offer a variety of products and services—including design, digital print, litho print, promotional products, wide format and display material—tailored to clients' requirements.

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touch, a special foldout illustration of an important piece of drilling equipment was manually glued onto the page bearing its description.

Results

"The clients were delighted with everything that we did for them for the event. And the feedback we've gotten for the whole event is that it's the best it's ever been," said Mr. McLean. "I like to think the book contributed to that success."