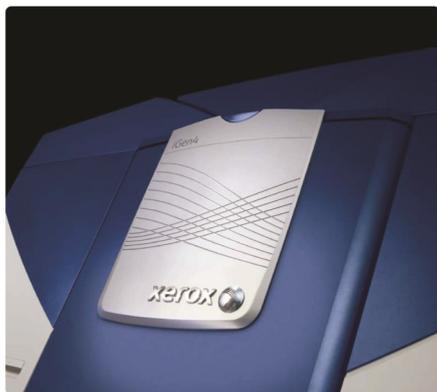


A New Level of Productivity, Automation and Image Quality

Xerox® iGen4™, the first most competitive digital technology in the country, creates original applications at Expres Printing.



Two Digital Equipments - Xerox® iGen4™ and 700 - Were Installed at the Company's Headquarters in Cluj-Napoca



In a manufacturing centre, the quality and diversity of printed materials are key elements. For clients, every detail is important – the media, the quality of images, the diversity of finishing, the clarity and accuracy of colors, the print speed and, of course, the costs

The Initial Situation

Expres Printing was looking for a technology to increase the quality standard of its products and get the best quality-price ratio for its clients. In an industry where demands are increasingly sophisticated, the company wanted to diversify the range of applications and to benefit from both the offset quality and the features of digital printing – faster, variable volume printing and with multiple possibilities of personalization.

The company wanted to build the strongest digital typography in the country and gain a top position on the regional and national market.

Xerox Solution

Two competitive digital production multifunction devices - iGen4 and Xerox 700 – that meet the requirements of Expres Printing regarding quality, productivity and costs. Both presses were installed in the Cluj Napoca headquarters.

iGen4 is a high-end press, created for graphic arts, that supports a new standard of productivity, image quality and complex applications. Being equipped with modern printing and finishing technologies, it is an ideal solution for marketing products, calendars, brochures, catalogues, photo albums and posters.

"iGen4 is the perfect fit for graphic arts companies, that want to add value to each material made for clients", said **Răzvan Corcodel**, Xerox Romania. Designed for both graphic works - due to the exceptional quality of images - and variable data printing solutions, Xerox iGen4 together with Xerox 700 make a very good team in any print and production center that wants to be different on an increasingly competitive market."

Xerox 700 is a digital color press, equipped with an advanced technology for color management and multiple finishing options. The high quality of printing is provided by the resolution of 2400 x 2400 dpi and the Emulsion Aggregation Toner (EA), which offers sharp fine lines and details and creates applications with a matte finishing similar to the offset one.

Results

Following the purchase and installation of the two pieces of equipment and the Xerox plotter, Expres Printing streamlined its workflows, improved the quality of materials for the clients and extended the production capacity.

Also, Expres Printing extended its range of media with Xerox Premium NeverTear, Laser Window Graphix and polyester stickers, diversifying the offer for its clients.

Premium NeverTear is designed for colour and mono digital printing and it is ideal for applications, such as menus, price lists, price tags, packages, maps, commercials and posters. The product is available in a wide range of thicknesses (95-350 microns) and sizes (A4, A3, SRA3, iGen3), providing high quality print and high resistance against damage (weather, water, tear, etc.).

Window Graphix Laser provides a remarkable resolution and resistance against tear, water and high temperature, being easy to apply and remove. Internal reports, posters, commercials, menus are just some of the applications Express Printing can create with it.

The stickers are resistant to water, UV and oil-based substances and can be applied on some of the most difficult surfaces, such as stones, metals and bulbs.

"We can say that we have the most advanced digital printing technology and the only of its kind in the country," said **Dacian Badea**, Expres Printing. "We have been using it for four years and we are very pleased with the results, Xerox providing technical support and assistance for them. Software tools, features and options embedded are perfectly fit for our business needs. The print capacity of iGen4 is 4 million prints per month, and together with the Xerox 700, the press allows monthly orders up to 4.5 million prints of the highest quality. In addition, they are green, 97% of the components of iGen-4 are recyclable and the toner used is not toxic, being delivered in sealed containers with a paper transfer efficiency of 100%."

"Our modern technology enabled us the launch of the most advanced online printing application in Romania, PRINTUP.RO. This is a simple and friendly solution for ordering printed materials. All you have to do is create an account, select products and indicate the quantity. Then pay online and the products will be delivered to the address requested", he explained.

About Expres Printing

Expres Printing is a division of Tubman Co., operating in the digital printing industry. Using the benefits of digital printing, Printing Expres helps companies communicate easily and effectively with clients using complete printing solutions. Expres Printing team has been working together since 2005 and we are eager to offer you our experience and to help you with complete printing solutions, designed for your business.

Therefore, Expres Printing has a professional team, expertise in this industry and the most competitive technology of digital printing in the country. Our customers benefit from all the advantages we have been providing - the best price-quality ratio, high volume of printing on short terms, consistent quality, timeliness, professionalism, reliability and flexibility.

For more information, visit: www.expresprinting.ro and our Facebook page www.facebook.com/Expres.Printing.

About Xerox Romania

Xerox Romania is a subsidiary of Xerox, having been present in the country for 45 years. The company provides a full range of document management services for its customers, with benefits such as cost reduction, managed risks and optimized business processes that include documents. Together with the 5 authorized distributors, 30 concessionaires and over 200 authorized resellers, Xerox Romania provides solutions, equipments and special media to both corporate and individual clients. For more information, please visit: www.xerox.ro and our Facebook page www.facebook.com/XeroxRomania.



Our modern technology enabled us the launch of the most advanced online printing application in Romania, PRINTUP.RO.

For more information about Xerox digital print solutions please contact us at 021 30.33.500 or visit us at www.xerox.ro.

