Starting Point
Offset Multicolor is considered to be
a benchmark on the Mexican market
when it comes to usage of leading edge
printing technologies applied to the
graphics communications industry.

Being a market leader, Offset Multicolor
is recognized for its high quality
standards in offset printing. Recently
the company decided to explore new
markets and find a solution for digital
on-demand printing of magazines and
catalogues. Their first attempt to enter
into a strategic partnership was not
successful - the selected digital
print solution did not meet the client’s
expectations. It lacked desired color
quality, generated poor levels of color
consistency and the support received
from the supplier was not of the
standard Offset Multicolor expected and
relied upon.

Consequently, after six years of business
partnership, Offset Multicolor decided to
decide to part with its existing provider and give
another chance to digital technology.

Solution
Offset Multicolor’s choice was Xerox®
iGen®S Press with 5th color option.
This production printer is able to
support a wide range of media from
recycled uncoated paper to coated,
textured, specialty stocks like labels or
transparencies. Mixed-stock jobs are
supported at rated speed and there
is no drying time before coating. The
press is well-known for its greater
uptime, multiple speed choices and
resulting productivity - leading to greater
profitability.

Also, thanks to Xerox® iGen® 5, Offset
Multicolor obtained a wide range of
feeding and finishing options. Offset
Multicolor can now print on up to a
660mm sheet size to enable more jobs
and applications, such as book covers,
trifolds and banners.

Results
Using Xerox® iGen®S Press has brought
Offset MultiColor many benefits,
helping the company meet its business objectives:

• Color consistency
• Stable registration between pages
• Excellent color registration on the page
• Easy, reliable and automated color
controls
• Easy and friendly to operate – minimal
training
• More productivity through press
automation

“They advantages provided by the Xerox® iGen® 5 help
us with getting the job done quickly – in fact, from one
day to the next.”
– Juan Rivas, General Director
Offset Multicolor
“Our greatest gain is consistent color - we maintain a perfect register for our clients. And we are getting the best service by the technical team,” says Juan Rivas, General Director of Offset Multicolor.

As a result of the solution and support provided by Xerox®, the perception of digital printing within offset Multicolor has totally changed. Besides that, due to the fact that Xerox® iGen®5 is easy to operate and is fully automated, the company’s productivity levels as a top print provider, increased exponentially.

About Offset Multicolor
Mexican company Offset Multicolor is the winner of 4,892 national and international awards, presented by the Latin American Confederation of the Graphic Arts Industry (CONLATINGRAF) and by Printing Industries of America (PIA), through their prestigious Premier Print Awards. Offset Multicolor is also the recipient of 45 Benny Awards, given for outstanding quality work in their category. For 12 consecutive years, the company has received the PIA’s prestigious golden medal and one silver medal. In 2003, Offset Multicolor received the “Johannes Gutenberg Medal”, in 2007 a Medal of Honor in Recognition to Business Merit presented by Mexico City’s Chamber of Commerce and this year - the “Caballero de la Orden” Medal.

About Xerox
Xerox is helping change the way the world works. By applying our expertise in imaging, business process, analytics, automation and user-centric insights, we engineer the flow of work to provide greater productivity, efficiency and personalization. Our employees create meaningful innovations and provide business process services, printing equipment, software and solutions that make a real difference for our clients and their customers in 180 countries. On January 29, 2016, Xerox announced its plans to separate into two independent, publicly traded companies – Xerox Corporation, which will be comprised of the company’s Document Technology and Document Outsourcing businesses, and Conduent Incorporated, a business process services company. The company is on track to complete the separation by the end of 2016. Learn more at www.xerox.com.