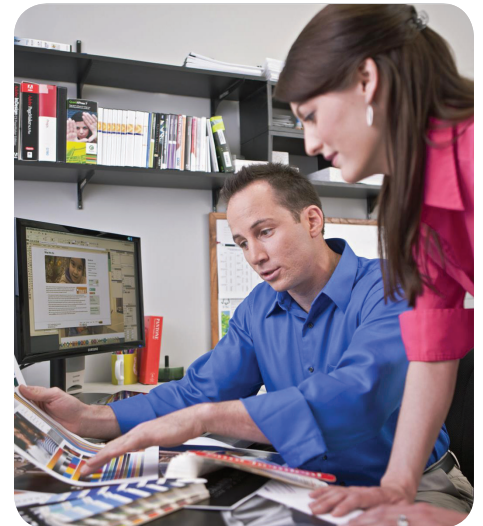


“Equipment reliability, print quality and cost reductions, along with technical support provided by Xerox are among the strengths of this partnership”, said Ernő Kozma, General Director, Top Invest. “When we had a service problem, we had 100% commitment and dedication from the teams at Xerox, that gave us security and stability. Until now we have outsourced book production, and this year, with the purchase of Xerox J75 and D125, we succeeded in printing 10 book titles in-house, compared to the two titles printed last year.”



### Starting point

Top Invest discovered Xerox technologies in 2002, when purchased their first equipment, Xerox DocuColor12, to print small materials such as business cards, invitations, posters and flyers. For more than a decade, the company has been using only Xerox's equipment. After the DocuColor 12 they acquired Xerox DocuColor 250 and Xerox DocuPress 700 to expand their printing business.

As customer requirements changed over the past decade, Top Invest needed the latest innovative technology which combined offset quality and advantages of digital printing to meet increasingly complex demands. The company was looking for flexibility, superior quality prints and multiple customization options, so that it could provide high-quality customer service and deliver materials on time, regardless of volumes ordered. Top Invest wanted to complete most of the operations in-house, to have rigorous control of documents and costs and to increase the number of printed books.

### Solution

Together with its longtime partner Estico, Xerox Romania offered a solution to Top Invest that would diversify the range of applications, to increase productivity, ensure high quality for each printed asset and help the company better control costs.

“We recommended Top Invest Xerox digital technologies and advanced software tools for data customization, FreeFlow Express Design and VDesigner, which are able to add value to each printed asset,” says Razvan Corcodel, BDM Graphic Communication & Education Xerox Romania. “The equipment installed this year at the company's headquarters, Xerox D125 and Xerox J75 Color, represent an ideal

solution for printing complex applications and include new tools that simplify the way customers get quality color images and increase productivity.”

The Xerox D125 is designed for high volume printing environments providing flexibility, increased speed and productivity, various finishing options as well as advanced and integrated solutions to optimize workflows.

The Xerox Color J75 is ideal for high-volume printing and complex applications, using a wide range of papers with weights of up to 300 gsm and speeds up to 75 pages per minute. Using the embedded spectrophotometer and Xerox Automated Color Quality Suite (ACQS) color management tools, printers can get accurate color images with minimal involvement of the operator.

The Xerox D125 addresses requests for personalized letters and the Xerox J75 for business cards, flyers or posters. Using the two new technologies together, Top Invest can also print and finish books fully in-house - the internal parts are produced on the Xerox D125 and the external covers are printed on the Xerox J75.

### Results

Top Invest's latest acquisitions - Xerox's multifunction printing devices Xerox D125 and Xerox J75 Color - have helped the company to:

- diversify the range of in-house applications, including book production
- shorten printing time
- decrease order delivery time
- cut costs by up to 15%

Printing variable volumes and customized jobs are no longer a problem for the company.

“We have been working together with our client Top Invest for over 11 years and for us it is a great satisfaction to see how its business grows every year, diversifies and meets increasingly complex consumer requirements with attractive solutions”, says Adina Apostol, sales manager at Estico, Xerox's partner for 23 years. “I am convinced that we can evolve only by fulfilling the desires of our customers. Therefore we use all our resources so that, in the end, we present the best solution to the customer”.

### About Top Invest

Top Invest, one of the largest digital printing companies in Central Romania with headquarters in Odorheiu Secuiesc, has been operating in the local market since 1997 and has orders from over 400 clients annually. The company expands its operations each year with one activity area and now has a graphics department that provides consulting services and addresses most of the internal applications. For over a decade, the publishing house has used only Xerox digital equipments. For more information, visit [www.topinvest.ro](http://www.topinvest.ro).

### About Xerox Romania

Xerox Romania is a subsidiary of Xerox Corporation. Since the invention of Xerography 75 years ago, the people of Xerox have helped businesses simplify the way work gets done. Today, we are the global leader in business process and document management, helping organizations of any size be more efficient so they can focus on their real business. More than 140,000 Xerox employees serve clients in 160 countries, providing business services, printing equipment and software for commercial and government organizations. Learn more at [www.xerox.ro](http://www.xerox.ro)