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– Phil Lynch, President
Capital Graphics



An increase in demand.

Capital Graphics (Saint James, NY) found itself in a position that many print providers would envy—its wide format volume was on the verge of outweighing its production capacity. After landing new deals that increased its production by 2,000 signs per week, they found themselves in need of a more productive printing device and ultimately purchased a Xerox® Wide Format IJP 2000.

Previously, the 9-employee company was serving customers, primarily local supermarkets and food wholesalers, with five traditional, multi-pass inkjet devices. Producing an average of 500 signs, posters and banners per week, production time was slow, averaging four minutes per piece and limited Capital Graphics growth.

The need for a decrease in turnaround time.

According to Capital Graphics President Phil Lynch, the company's clients demand fast turnaround. It is fairly common for customers to submit work at the last minute and then require same-day turnaround. Lynch elaborates, “We will often receive a job in the middle of day where a customer needs 60 signs. We typeset the job, send it back to the customer for approval, then print and ship it in the same day.”

Fast turnaround is critical for time-sensitive sign and display materials that must arrive in stores to coincide with the start of new promotions. Lynch explains, “Customers will often send us materials one or two days before they are due in-store. We would have to run our large format printers all day long to keep up with demand, and it still would have been difficult to make the deadlines. We needed a high-speed production machine to handle our new accounts.”

The Xerox® Wide Format IJP 2000 delivers.

After evaluating his options for adding capacity, Lynch selected the IJP 2000 based on the device's speed and output quality. While other digital wide format printers that the company evaluated offered speed, they didn't produce at the quality level that customers demanded. Lynch states, “The quality of toner output doesn't compare to aqueous inkjet. Toner is flat, and our customers demand signs that really pop. They're often selling food, so the images need to look great so they will make customers hungry.”

All of the images printed on the IJP 2000 are 1,600 x 1,600 dpi, and Lynch describes the quality as “fantastic.” He adds, “The IJP 2000 is also very fast. As soon as one sign is printed, the next one is right behind it.” The IJP 2000 is capable of printing 6 inches per second, so a 36" x 36" sign—which is a common product for the company—takes just 6 seconds to output. Compared to four minutes, plus an additional 20 to 30 seconds to set ink nozzles between jobs on the traditional inkjet devices, the IJP 2000 is saving over four minutes per print.

“With our other wide format devices, we would have to stop the machine, take out the old roll, put in a new roll, and line up the roll... and all of that takes extra time. The IJP 2000 knows when it reaches the end of the current roll, so it retracts and automatically loads the next roll—another time-saver.”

– Phil Lynch, President

Prints were coming out so fast that staff members couldn't collect them fast enough. Lynch notes Capital Graphics also purchased a stacker to help keep up with the IJP 2000's speed. Before the stacker was added, prints were coming out so fast that the staff members couldn't collect them fast enough. Lynch notes, “We can't believe the speed of the machine. What used to take us all day to print can be printed in an hour or so.”

The company could have expanded its capacity by adding printers similar to the devices it already owned, but Lynch didn't believe that this was a cost-efficient option. They needed a high-speed production device to meet customer demand, as well as something with a small footprint to maximize the space in its 2,500-square-foot facility. According to Lynch, “Our operation is more of an office environment than a manufacturing facility. Adding more machines would make space tight.”

Reduced costs.

Price is a critical factor in serving supermarkets. Signs may only hang in a store for week before they are taken down, and the buyers are seeking economical

alternatives. In relation to the previous process, printing on the IJP 2000 has reduced the cost per print by 20% to 25%. Lynch elaborates, “Customers don't want to pay a lot of money for something that is going to be thrown out after a week. We needed a cost-effective, high-volume device to handle our work.”

Labor savings was also a huge benefit. Lynch says, “This device is fast and saves on labor. If we didn't purchase it, our old equipment would have needed to run a second shift to accommodate volume.” The IJP 2000 has enabled Capital Graphics to increase its volume five-fold, without adding any additional labor, while still having room for growth.

More jobs and more growth.

Another big time-saver with the IJP 2000 is the ability to load four rolls of media to produce high-volume jobs. Lynch explains, “With our other wide format devices, we would have to stop the machine, take out the old roll, put in a new roll, and line up the roll... and all of that takes extra time. The machine knows when it reaches the end of the current roll, so it retracts and automatically loads the next roll—another time-saver.”



Work is currently printed on three different substrates (24-lb plain bond paper, 24-lb matte coated premium color bond, and 27-lb matte coated premium bond). Lynch notes, “Many of the signs that we produce are at 95% coverage. This is a lot of ink, and it causes some of the lighter papers to curl up. This was a common problem on the traditional inkjet devices, but the prints come out dry and don't curl up on the IJP 2000, even if the paper is very thin.”

Investing in the Xerox Wide Format IJP 2000 has allowed Capital Graphics to efficiently accommodate capacity growth and bypass traditional production constraints. Without the IJP 2000, the additional work would have required more equipment and an additional shift. Instead, the speed, quality and small footprint of the IJP 2000 have boosted capacity, reduced the cost per print, enhanced competitiveness and further grown business.

To learn more about the Xerox® Wide Format IJP 2000, contact your Xerox representative or visit www.xerox.com