



Bucknell University Case Study.

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Xerox digital printing technology helps Bucknell University reach students, faculty, alumni, and more.

Bucknell University Office of Publications, Print and Mail

For the 3,600 students, 330 full-time faculty members, and hundreds of administrative staff members at Bucknell University, the hub for printing and copying services is the Office of Publications, Print and Mail. However, the services provided by this department reach far beyond the 450-acre campus in Lewisburg, PA, to touch 49,000 alumni and thousands of prospective students around the world. The department's 22 employees—from graphic design to production to mailing services personnel—help develop and produce the university's many printed materials. Typical projects include brochures, newsletters, posters, booklets, business cards, and more. Of the nearly 7 million printed pages produced by the department each year, two-thirds of those pages use digital printing technology. And Xerox is at the heart of the department's digital enterprise.

For more than 20 years, the department has depended on Xerox technology to meet the needs of its customers. Recently, a new Xerox® Color 800 Press and a DocuColor® 252 Digital Press have helped the department nearly double its color print volume. Its Xerox Nuvera® 100 Digital Production System and a Xerox® 4595® Copier/Printer handle more than 3.7 million monochrome impressions per year. The department plans to continue to grow with Xerox, because Xerox provides proven quality, reliability, and flexibility.

"When we can help a university department be successful, then we've been successful. Xerox technology helps us do just that."

Lisa Hoover
Director
Office of Publications, Print and Mail
Bucknell University

Challenge

Today's colleges and universities compete to attract and retain the best students and faculty. In addition, they strive to cultivate alumni as champions and donors. For Bucknell University—a top-notch, private liberal-arts university in central Pennsylvania—rising to these challenges demands producing printed materials that reflect the quality of the education, while meeting tight timelines and budgets.

Solution

The responsibility for meeting the printing needs for the university falls on the shoulders of Lisa Hoover, director of the Office of Publications, Print and Mail, and her staff. They, in turn, depend on Xerox digital printing technology.

The department's goals include keeping as much work in-house as possible, and quickly responding to customer needs with quality output. While some projects are still best suited for the department's offset equipment, 65% of in-house work is run on Xerox digital presses.

The Xerox® Color 800 Press—with its 80-page-per-minute speed and 2400 x 2400 dpi images—fits the shop's need for quality and reliability, as well as the physical space. The department has also added a Xerox® DocuColor® 252 to help handle an increasing volume of digital color jobs. It also relies on a Xerox Nuvera® 100 Digital Production System and a Xerox® 4595® Copier/Printer to deliver the same high quality to its monochrome work.

Benefits

Xerox equipment has helped the department meet its goals—which has helped the university create positive relationships with current and prospective students, alumni, and other audiences. As the Office of Publications, Print and Mail prepares to meet its future needs, Xerox will be there with even more advanced technology to help continue that success in the coming years.

Dazzling customers with quality.

The Color 800 Press uses low-melt EA Dry Ink, which has more consistent toner particles and produces a smooth, offset-like finish. "We love it," says Hoover. "The quality is fantastic, particularly in large screened areas. The screens are much smoother. No banding."

Growing with color.

Higher quality is translating into higher color print volumes—which have increased significantly since the 800 arrived. Previously, the in-plant had a monthly average of 36,000 color digital impressions. But within the first month with the 800, it ran a staggering 125,000. As a result, more and more customers are discovering that they can now afford color for their short-run jobs.

Printing at rated speed for all stocks.

Hoover says that one of the most impressive features of the 800 is the fact that it can run at its rated speed for all weights of stock. It can also run textured stocks, which the shop uses for high-value applications such as invitations.

"Before we had this machine, we had to run them on the press," Hoover notes. "It's a lot of work to set up a traditional printing press for just a couple of hundred invitations."

Responding to last-minute needs.

The department relies on its Xerox digital equipment to help meet ever-tightening turnaround times. "If a customer calls on Friday and needs 3,000 invitations by Monday, we can do it," says Hoover. "That's not something I can depend on from an outside vendor."

For example, when the Athletics Department needed commemorative event programs on short notice, Hoover's team was able to design and print them within 24 hours.

Preparing for a variable future.

The department produces variable-data jobs, including personalized letters to prospective students and a recent run of 22,000 fundraising pieces. Alumni materials are customized using variable images based on the recipient's graduation year. The department has even created scholarship reports that are customized to show individual donors where their contributions have had an impact.

"Variable-data printing is an opportunity for us to help our admissions and alumni organizations more effectively target their marketing," says Hoover. Her team, with the help of Xerox digital printing technology, is making it happen.

