

“With Xerox, we’re able to keep up with a changing packaging industry while tapping into lucrative new markets.”

—Bob Tenney,  
President and CEO,  
Mid-York Press, Inc.



### The Challenge

Even with a folding carton business in place, Mid-York Press challenged itself to rethink its strategy when requests for shorter runs, quicker turnarounds and increased customization kept coming in.

President and CEO Bob Tenney also felt money was being left on the table in the form of startups and smaller companies that had consistent packaging needs but lacked the budgets to commit to big jobs.

### The Solution

To meet the market changes and capture new business, Mid-York Press embraced digital printing. It invested in the Xerox® Automated Packaging Solution with a Xerox® iGen® Press, giving it the ability to print and coat inline and utilize existing die cutting equipment. In Tenney's opinion, Xerox had the best overall solution on the market.

The move has proven to be a successful entry point into the relatively new, opportunistic digital packaging segment.

### The Results

- Expanded customer base and further extended its reach into the packaging market
- Managed short runs and just-in-time requests
- Increased digital packaging volume to 10% of the company's total volume
- Grew offset packaging volume with nearly 50% of digital customers eventually transitioning to include offset jobs
- Leveraged variable data capabilities to produce unique, personalized packaging along with trackable SKUs

“We’re developing unique packaging solutions, not just producing outputs. And we’re acquiring customers we never would have been able to reach before.”

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### Building on 200 years of success and innovation.

Since the first newspaper went out the door in 1828, family-owned Mid-York Press, Inc. (its official name since 1946), has had its sights set firmly on what’s next in commercial printing. Throughout the twentieth century, it expanded from newspapers to a wide range of high-value applications. Then shifted its focus to packaging in the early 1980s. And never one to stay stagnant, they added digital packaging capabilities in 2009.

### Identify the opportunity. And seize it.

The notion of digital began in earnest when Mid-York Press began seeing increased requests for shorter runs, increased customization and quicker turnaround times. Tenney also saw a portion of the packaging market that was underserved: small businesses.

“I call it the untouched fruit, the startups or smaller volume manufacturers that never even look into packaging because they think they can’t afford it. They represent huge potential because you have the opportunity to grow alongside each other.”

Tenney knew that digital packaging applications were best suited to penetrate this new market as well as meet the evolving needs of his existing customer base. So he began to look at some of the major players in the industry and selected Xerox based on the quality and inline capabilities.

“The all-in-one aspect was the initial attraction, but after looking around and comparing capabilities, it was clear that Xerox had the best overall solution on the market.”

### Building a new business.

As predicted, the Xerox investment opened the door to untapped markets, different types of jobs and a new breed of customer. Smithers Pira forecasts the value of digital packaging to double over the next five years; the digital side of the packaging business at Mid-York Press has already increased to around 10% of total volume.

“50% of what we’re doing digitally in the shop wouldn’t have been done before. We’ve doubled the volume from the early days when we were getting started.”

Tenney has also noticed that digital isn’t just benefiting Mid-York Press. The efficiencies and cost-savings are significant enough that he’s able to pass those savings along to his customers, strengthening relationships and increasing the likelihood of repeat business.

### Success starts with education.

Like any potential venture, a good amount of research and learning up front can go a long way in ensuring the success of a digital packaging business down the road. But in this particular business, educational efforts are best spent on customers.



“I’ve found the quickest way to get customers on board with digital packaging is by providing samples. Once they’re able to see and touch the high-quality applications we’re producing, it’s a lot easier to sell them on it.”

Online education is also available with numerous demo videos on the company’s website. It’s all part of a focused effort to make customers and the sales force aware of the value and advantages of digital packaging.

### Take it as a complement.

Another important aspect of the company’s success is implementing digital packaging into its operation. It’s not starting a new business, it’s simply adding capabilities that complement current offerings.

“Digital packaging is not a replacement for offset. It augments your existing business. It expands what you’re able to do so you don’t have to turn work away.”

Given its promising successes, Mid-York Press will continue to work closely with Xerox to find new ways to grow its digital printing business.