

MULTI-PIECE PRODUCTIONS – First Place Winner

PIXI Award Contest

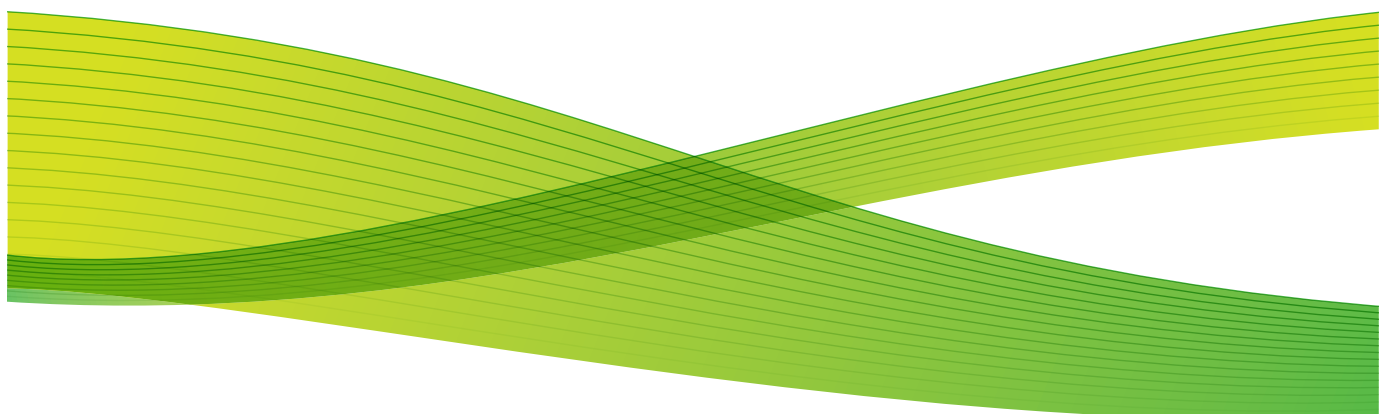
JCS Digital Solutions Pte. Ltd.

Magnetic Artwork Puzzles

Case Study



# Digital printer solves puzzle of magnetic jigsaw artwork





**Magnetic Artwork Puzzles, Multi-Piece Production Category  
JCS Digital Solutions Pte. Ltd.**

The Singapore-based JCS Digital Solutions Pte. Ltd. has provided digital printing services for the past 25 years. With over 60 full-time staff today, the bureau stays ahead of the competition with its XMPie-powered cross media marketing campaigns, and its unique marketing collaterals and gift applications.

On the web: <http://www.jcs.com.sg/>

### The Challenge

JCS client Arts To U Services is a firm promoting local artistry via collectible merchandise that showcases artworks. The client was impressed by JCS' capability to produce a unique promotional piece found nowhere else on the market: magnetic puzzles of the artists' masterpieces.

It was an idea that had the potential for great success. Other art-inspired puzzles were made of ordinary cardboard. The magnetic component of the puzzle solved the problem of lost or dropped pieces, and did away with the need for frames.

For the idea to truly succeed, full-colour printing and precise die-cutting were crucial. It took JCS several months to find a suitable magnetic material that could not only be digitally printed on for brilliant colour quality, but also undergo precision die-cutting, and be stacked on top of a base piece in perfect alignment.

### The Solution

JCS found its answer in the Xerox iGen3® Digital Production Press. The iGen3's colour production achieves offset-quality crispness, while its modular architecture helps businesses expand their printing capabilities.

The iGen3 proved to be JCS' go-to solution for the untried idea of printing actual paintings on special magnet paper. It was no surprise, then, that JCS was the only printer willing to explore this demanding idea with Arts To U Services.

Using a colour management system, JCS calibrated the colour of the printed product to meet the artists' exacting standards. The iGen3 made it possible to die-cut mass-produced the magnetic art puzzles on demand and on time, keeping costs to a reasonable minimum.

### The Benefits

In addition to promoting local artistry, the magnetic art puzzle could equally be used as an attractive frameless display or an engaging game. After the success of its first on-demand run, JCS and Arts To U Services are now confident that other artists will be encouraged to have their own works converted into these charming collectibles.

With an unconventional idea brought to life in crisp and vivid colours by JCS, local artists found the perfect marketing vehicle for their art—and Arts To U Services found the perfect product.