

Case Study  
Richfield Graphics  
Xerox iGen3® Press



‘We have revolutionised  
the way our customers  
work with us’

Andrew Townsend, Richfield Graphics



# Simplify your digital workflow

## Increase flexibility and capacity

### Summary

- Automating digital colour print workflow
- Accelerating turnaround
- Enabling shorter runs. Satisfying customers
- Ultimately, expanding the business

### Challenge

Richfield Graphics, a commercial printer with more than 25 years experience, recognised that demands for shorter run lengths and faster turnarounds were growing. Richfield responded in 2004 by introducing digital colour printing services with a Xerox DocuColor® 6060 Digital Colour Press. As a result the number of discrete print jobs rapidly grew and processing and managing them became a challenge.

As customers sought increasingly faster turnarounds, staff and the workflow struggled to meet the demand. To maintain the high level of customer satisfaction management recognised that continued growth required a more efficient workflow.

### Solution

After researching various options, Richfield decided to build on its successful relationship with Xerox and implemented the following solution:

- Xerox iGen3® 110 Digital Production Press with a Creo Spire Colour Server boosting capacity to one million or more pages per month, with outstanding image quality and colour consistency
- Xerox FreeFlow® Web Services, an automated web-to print solution, enabling customers to order and submit jobs online, freeing Richfield staff for other tasks.
- Xerox FreeFlow® Process Manager, automates many processing capabilities, allowing jobs to move through the shop with minimal staff involvement.

### Benefits

Since installing the Xerox solution Richfield has experienced volume growth in both digital and offset litho print. Volume on the Xerox iGen3® press is more than 500,000 images per month on 30 to 50 jobs per day. About 40 percent is new, digital-specific work that Richfield would not have won without the new equipment.

The workflow now enables Richfield to produce more jobs in less time to meet customers' demands, without adding to staff. More than a third of Richfield customers submit their orders using FreeFlow® Web Services, which provides 24/7 access to place and proof orders. Many jobs are prepared entirely by FreeFlow® Process Manager with no human intervention, enabling jobs to move through the shop in hours rather than days and resulting in better margins.

### Richfield Graphics

Founded in 1982 as a trade printer, Richfield Graphics is now a full-service commercial printer offering a broad range of services, including creative design, digital and offset printing, storage and distribution, and — in partnership with sister company, Herald Chase — direct mail services.



Today Richfield is the print provider of choice for several well known brands. Now Richfield wants to build on its strong data and information technology background, significant mailing operation and new digital printing capabilities to explore variable information printing for direct marketing and other applications.

[www.richfieldgraphics.co.uk](http://www.richfieldgraphics.co.uk)

For more information visit [www.xerox.com](http://www.xerox.com)

