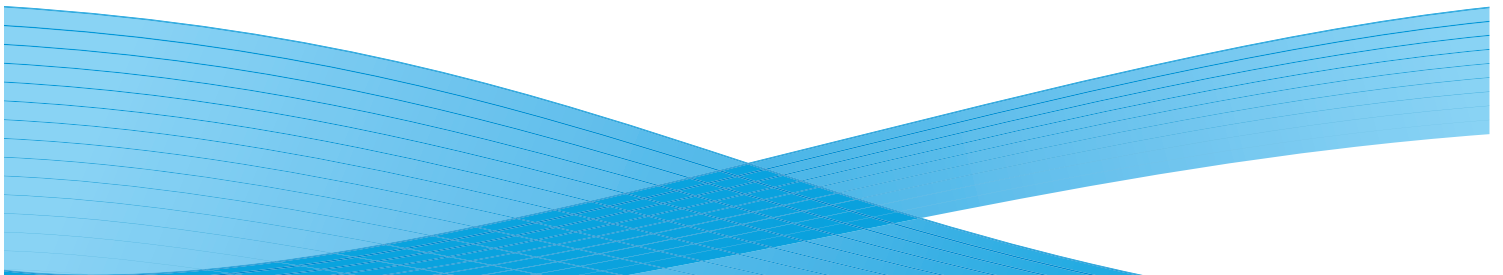


Two clients.
Two point-of-purchase applications.
One solution.



Stevens Printing, Inc.

Case Study



Shelf Talker Channel Strips and McCormick and Schmick's Kid's Card

Stevens Printing, Inc.

Founded in 1977, this Portland-based commercial printer is owned and operated by twin brothers Rich and Dave Stevens. An FSC® (Forest Stewardship Council) certified company, their business is as much about sustainability as it is about providing high-quality printing and unmatched customer service.

Stevens prides itself on using the latest technology to deliver value to their clients through automation, web to print and variable data printing. In addition to five offset presses, Stevens uses a Xerox iGen3® 90 Digital Production Press, Xerox FreeFlow Process Manager®, FreeFlow® Web Services 7.0 and XMPie® software to serve their wide range of customers.

To view the Stevens Printing, Inc., portfolio and learn more about what they're doing to go green, visit them on the web at

www.stevensprinting.biz

The challenge

Portland-based Stevens Printing, Inc., had two clients with similar requests. A large, multimillion-dollar food services company had always relied on screen printing and offset lithography to produce point-of-purchase channel strips for store shelves. While effective, a high minimum print run forced them to purchase many more than was necessary. They needed a new way to produce the signage, which had to be thick enough to easily slide into shelf sleeves and durable enough to stand the test of time.

Meanwhile, national restaurant chain McCormick and Schmick's was launching a new kid's card promotion designed to increase repeat business among families. The idea was to give children their very own membership card, resembling their parents' preferred guest card, which would grant them a free ice cream sundae on each visit. To make it happen, Stevens Printing, Inc., needed to quickly produce an application that mimicked the look and feel of a credit card, but with the durability to withstand a child's constant handling.

The solution

Stevens Printing, Inc., was able to overcome both clients' challenges with a single substrate. Using the Xerox® iGen3® Digital Production Press and FreeFlow® Print Server, they printed the applications on Xerox 13.7 mil matte polyester stock.

The ultra-durable substrate proved the perfect solution for both the shelf talker channel strips and kid's cards projects. The food services company had always used a plastic substrate because the sturdy stock made for easy insertion into displays, while the durable surface stood up to frequent cleanings without any damage to the print. By printing on the iGen3®, Stevens Printing, Inc. was able to deliver superior print quality on a durable, polyester stock in much smaller quantities, and substantially reduce their client's costs and turnaround time.

The same was true for the kid's card. The polyester stock gave the kid's card the same look and feel as the parents' card, and was more cost-effective than traditional printing and laminating. Using Xerox digital technology and workflow allowed Stevens Printing Inc. to produce a durable, high-quality card while meeting quick turnaround times, low cost per piece and short print runs their client required.

The benefits

In successfully completing these projects, Stevens Printing, Inc., was able to show that with impeccable image quality, quick turnaround times and cost-effective short run lengths, they could satisfy their clients' requirements and reduce costs with digital printing.

The Stevens Printing Inc. sales approach has opened the door to a wider range of work. They're sure to receive additional jobs from their satisfied clients, as well as from new clients searching for a printer who can quickly and affordably produce unique applications.

