Vprint Reaches New Heights with Full Color Personalization

“The ability to print directly on offset coated media without any specialty treatments using High Fusion Ink has enabled us to achieve full color personalization across our direct mail applications.”

– Thierry Ngoma, Vprint Plant Manager

Vprint knew they needed to find a way to meet growing and changing demands by investing in technologies that would work with their existing finishing processes. It was also important to find a solution that would increase their capabilities and allow them to add color anywhere, giving their customers more flexibility and high quality, without the added cost of specialty stocks.

THE XEROX® TRIVOR® 2400 INKJET PRESS DELIVERS

After evaluating ways to bring new flexibility to their manufacturing processes – including agile personalization for high quality, high impact communications that will keep them supremely competitive – Vprint selected the Xerox® Trivor® 2400 HF Inkjet Press.
NEW CAPABILITIES AND EXTRAORDINARY RESULTS

Vprint was able to quickly and seamlessly integrate the Xerox® Trivor® 2400 HF Inkjet Press into their existing manufacturing processes, expanding into new high-value personalization capabilities without expanding costs.

In their first year of operation, they successfully utilized Trivor to sell new hybrid applications and drive an increase in profitable business, including jobs that run white paper-in vs. requiring offset shells.

CUSTOMERS FIND SUCCESS WITH HYBRID APPLICATIONS

The flexibility of Trivor has enabled creative hybrid solutions that combine the inkjet production of dynamic personalized content with either offset or digital printing for higher-area coverage sections.

This type of production environment allows customers to take advantage of the effectiveness of full digital personalization while maintaining the economics of offset for static elements.

With these new capabilities, Vprint has been able to balance volume, cost, and quality in a whole new way.

COMPLETELY CUSTOMIZED MULTIPRESS MAGAZINES DELIVER INCREDIBLE RETURNS

As a result of partnership between Xerox, Vprint, and Dataline, these magazines were fully personalized with stories, articles, images, and text based on the recipient’s job title, location, and interests. Thirty thousand, three hundred hard copy and digital versions were created with unique PURLs to measure year-over-year results – which were astounding.

• € 218,000 increased revenue
• Website hits increased 4X
• Page views/Visitors increased 3X

“To learn more about the Xerox® Trivor® 2400 HF Inkjet Press, contact your Xerox representative or visit xerox.com/inkjet

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“The flexibility, impressive print quality, and speed that the Trivor 2400 delivers cannot be matched by any other device on the market. It allows us to offer new value, new solutions, and more personalization for our customers. This is the future for us.”

– Raphael Baillieul, Vprint Sales Manager