

Radically Reducing Publishing Costs with Production Inkjet:

XEROX® TRIVOR® 2400
HD INKJET PRESS
CUSTOMER SUCCESS

Office Depot and the Xerox® Trivor® 2400 HD Inkjet Press

“As a traditional cut sheet environment, we were hesitant about migrating to roll fed, but Xerox made the continuous feed inkjet opportunity too compelling to pass up. Xerox and our strategic partners, stayed with us at every step to ensure our transformation went smoothly.”

– Josh Rhine, Director, Digital Print Operations and Services

About Office Depot:



FAST FACTS:

- Top 10 printer in the US
- 1400 retail stores with print
- 6 closed door print facilities

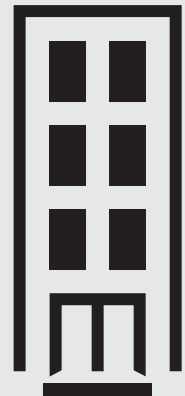
2017 REVENUE:

- \$10.2 billion total revenue
- \$500 million print revenue



GRAND PRAIRIE, TEXAS FACILITY:

- Print, warehouse, distribution center, call center
- 500,000 sq. ft. building with 20,000 sq. ft. for print
- 400 employees total/55 employees dedicated to print
- All cut-sheet digital



The Challenge:

K-12 CURRICULUM BOOKS OUT-PACE IN-HOUSE CAPACITY

In 2017, Office Depot printed and distributed 800,000 books for 400 school districts from their Grand Prairie, Texas facility. The books consist of mostly black and white inside pages with colour covers. While the project generated over \$15 million in revenue, it also came with significant process and cost impacts for the organisation.

Each month during their peak processing time – April through July – over 10 million pages had to be printed. Those volumes exceeded the capacity of their in-house fleet of Xerox® Nuvera® EA Production Systems, so Office Depot had to rely on costly outsourcing to deliver the job.

While investing in additional cut sheet equipment was an option, the Grand Prairie team knew they needed to look at new solutions to truly overcome their challenges and open up additional opportunities.

The Solution:

EXPERIENCED CONSULTATION POINTS TO CONTINUOUS FEED INKJET

Office Depot partnered with Xerox and a team of business development consultants at Gimbel & Associates to perform a ground-up business and operations analysis aimed at identifying the best solution for growth and operational improvements.

It was imperative that Office Depot be able to increase capacity quickly to eliminate costly outsourcing for their education book

production process. They also had an eye to growth – they wanted to take on new business, even during peak book production months. And they wanted to do all this while considerably reducing operational and labor costs.

Gimbel & Associates determined that Office Depot's production challenges combined with their growth goals pointed to one answer: the Xerox® Trivor® 2400 HD Monochrome Inkjet Press.

Office Depot knew there would be many obstacles to overcome during the migration to roll-fed inkjet, but the business case they were presented with – coupled with a comprehensive transformation plan and step-by-step support by the Gimbel & Associates/Xerox team – was too compelling to ignore.

“Our Gimbel & Associates and Xerox team looked at every aspect of our production operation to make sure details like paper supply, workflow, print productivity, and finishing were thought through fully. It could have been a project management nightmare, but they made it easy for us.”

– Ron De La Torre, General Manager, Grand Prairie Print Facility



PLANNING FOR SUCCESS

Office Depot needed to keep production running while simultaneously moving several departments and disrupting over a third of their Grand Prairie facility during the transformation. The good news is all of that was taken into account in the up-front analysis that helped define Xerox's proposal.

Xerox and Office Depot assigned dedicated project managers to focus exclusively on the implementation. The Office Depot project manager was from Gimbel & Associates, and came ready to align all the organisational stakeholders into a cross-functional team prepared to facilitate a successful physical and cultural transformation to inkjet.

Project managers coordinated interactions between various groups, including Xerox technical resources, finishing partner resources, Office Depot procurement and workflow management teams, and the multiple facility vendors involved in the construction and electrical work.

To keep jobs moving during construction, the shipping department was relocated so daily deliveries were not impacted. The team also proactively moved doors so large rolls of paper could be moved in easily when the time was right. Regardless of the task, it was critical that everything was completed accurately and on time, which the project managers helped to ensure.

COMPREHENSIVE TRANSFORMATION

Changes were made to virtually every aspect of Office Depot's workflow to support the migration from cut sheet to continuous feed inkjet production. The cross-functional transition team helped to implement new job management processes, as well as finishing line changes to accommodate the speed of their new continuous feed inkjet system. They even identified new paper suppliers for the kind of cost-effective roll-fed media the Trivor® 2400 HD supports.

Although the changes were dramatic and wide-reaching, smart planning made sure they were also seamless.

The Results:

SERIOUS SAVINGS, WITH A COMPETITIVE EDGE

Office Depot's Grand Prairie implementation was incredibly successful. They were able to quickly integrate the new Xerox® Trivor® 2400 HD Inkjet Press into their manufacturing processes. The Trivor® not only doubled capacity, it also reduced costs as planned.

Despite the complexities involved, install was fast. It took about four months to go from Office Depot's investment decision to full inkjet install.

- Within 30 days of install completion, they were producing sellable work.
- Full production capacity was realised within six weeks.

After seeing the new solution in action, the Office Depot team had a whole new “can do” attitude.

The switch to production inkjet has allowed Office Depot to be more competitive in both black and white and colour applications. The Trivor® 2400 HD runs 656 feet per minute, delivering the volume of their old fleet with one big difference – it's done 6 times faster! With this boost in capacity, Office Depot was able to run 100 million impressions in the first 12 months after the press was installed.

That speed also opened up significant capacity for new work, along with annual operational savings:

- **\$1 million in operations and labor**
- **\$400K in offset forms reduction**

NEW CAPABILITIES CREATE NEW BUSINESS

With the speed and quality that Trivor® delivers, the Grand Prairie facility is competitively positioned to grow beyond their K-12 curriculum book business. They are currently focused on adding highly personalised Direct Mail applications to their suite of offerings and are considering adding colour inkjet to their operation.

After seeing the cost savings and growth opportunities in their Grand Prairie, Texas facility, Office Depot is now undertaking more inkjet transformations in other locations.

To learn more about the Xerox® Trivor® HD Ink Press, contact your Xerox representative or visit xerox.com/inkjet