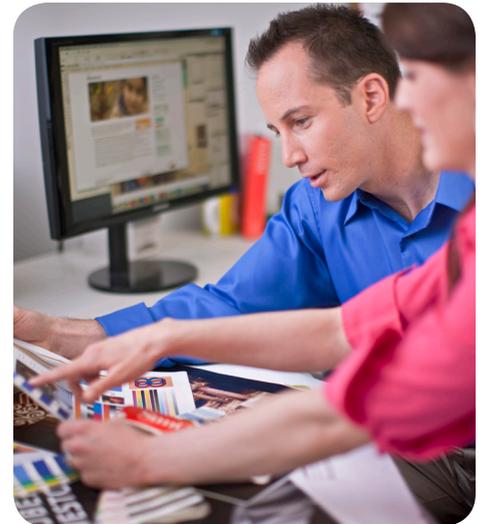


“The equipment from Xerox® is reliable, durable, with a high level of productivity that provides a high quality output”

– Marcel Hossu, General Manager  
Photo Fuji Studio



### Starting point

In recent years, Photo Fuji Studio, one of the largest photo studios in Romania, have diversified the range of products offered to their clients. Many new applications including photo albums for special events and personalized calendars are now part of the company's portfolio.

Photo Fuji Studio was struggling with the production of the expanded portfolio and had difficulties managing the workflow automation and applications quality. To ensure that productivity and cost efficiency improved within the company, management decided to purchase new production equipment for digital printing.

### Solution

Photo Fuji Studio turned to Xerox to find the solution that would allow the company to resolve these issues and grow its business.

“We evaluated the client's needs, and proposed Xerox® Versant® 2100 digital press, the best and most innovative printing solution” – Sorin Sumanaru, Business Partners Manager, Xerox Romania. “The new press provides the speed, the superior quality of the image and automation capabilities needed for creating color customized applications, photo albums and other complex

products that Photo Fuji Studio wishes to offer to its clients.”

The Xerox® Versant® 2100 provides a wide range of applications for Graphic Communications which include automated color control and providing dynamic colors with minimal errors. The press also maintains image registration from page to page throughout the printing process, using Production Accurate Registration Technology.

Installation of the Xerox® Versant® 2100 at Photo Fuji Studio supported by Estico, an authorized Xerox partner in Romania, was the first installation of the device within the country.

### Results

Installation of the Xerox® Versant® 2100 press has helped Photo Fuji Studio to meet its objectives as it provides:

- Excellent quality of applications
- Automation of internal production processes
- High production speed
- Increased efficiency and reliability
- Rigorous control over costs

“We are still at the beginning of the process, we have made several tests, but there is no doubt that using Xerox® Versant® 2100 press will help us diversify

the range of applications made for our clients” – Marcel Hossu, General Manager, Photo Fuji Studio. “We estimate that in the first year we will increase the productivity by about 20%, and the overall customer feedback will be very good.”

Future opportunities to strengthen the partnership between Photo Fuji Studio and Xerox have been identified with large press equipment being considered.

### About Photo Fuji Studio

Based in Baia Mare, Photo Fuji Studio is one of the largest photography studios in Romania. In addition to photography and videography services for events, the studio offers a wide range of products including calendars, photo albums for weddings, baptism and graduation.

### About Xerox

Xerox is a global business services, technology and document management company helping organizations transform the way they manage their business processes and information. Headquartered in Norwalk, Conn., we have more than 140,000 Xerox employees and do business in more than 180 countries. Together, we provide business process services, printing equipment, hardware and software technology for managing information – from data to documents. Learn more at [www.xerox.com](http://www.xerox.com).