

# Xerox® Versant® 3100 enhances the production processes at Regata Print

“In this business, an efficient production printing equipment can be your best asset, so choosing such an equipment is an important process.”

– Bogdan Ciurdia, General Manager, Regata Print

## THE STARTING POINT

Large-format digital printing is one of the most valuable sources of revenue for print service providers. Offset printing may be appropriate for certain types of works, but digital printing offers many benefits in terms of speed of execution, flexibility and cost control. Thus, in 2016, Regata Print purchased a Xerox Versant 80 digital production equipment to take on the printing projects from a side location.

“We used the Xerox Versant 80 to produce covers, maps, and advertising materials, and we managed to win new customers in one year, thanks to the new types of work that became available when the equipment was purchased,” said Bogdan Ciurdia, General Manager, Regata Print. “Since we diversified our customer portfolio, we have obviously increased our workload as well and we felt the need to move on to the next level in terms of printing equipment.”

## THE SOLUTION

The Xerox Versant 3100 was installed at the customer’s headquarters in April 2017 (which was a first for the Romanian market) in order to meet the company’s needs in terms of producing commercial prints: flyers, brochures, posters, calendars, labels, rollups, etc. The process of selecting and installing the press was carried out in collaboration with RXAtelier, a Xerox Premium Partner.

The printing press chosen by Regata Print is a state-of-the-art production equipment that combines high speed, automatic printing optimization capabilities, automatic color calibration technologies and a high print volume. The press’s finishing features include sorting and collation, Z-folding, C-folding, stapling, punching, and brochure making. Last but not least, the press is compatible with a wide range of print media: coated and uncoated paper, labels, business cards, paper and PVC stickers, embossed sheets, polyester, envelopes and many other personalized solutions.

“Installing a large-scale production equipment is always a process that requires a careful analysis of the customer’s needs and a great collaboration between the customer, partner and the equipment producer,” explains Razvan Corcodel, Graphic Communication Sales Manager, Xerox Romania. “We have been working with our partner, RXAtelier, for nearly 20 years, so we are able to offer our customers an extremely efficient procurement process thanks to our highly trained specialists, and also offer them the flexibility that is so indispensable to the local market. The fact that Regata Print has already achieved such

impressive results after the purchase of our Versant 80 equipment confirms this, and we are confident that they will enjoy the same success with the new press.”

“Throughout the decision-making process, Regata Print has benefited from all our support and experience in the field,” explains Maria Erzian, executive director, RXAtelier. “We have also signed a Full-Service Maintenance Agreement, through which Regata Print benefits from maintenance, repair, parts and consumables, based on a print price. We were very receptive to the firm’s production needs and future plans, and the results achieved in the months since the installation of the equipment prove that we helped the company make the best decision.”

## THE RESULTS

Regata Print currently has a print volume of 60,000 color prints and has experienced an 18% growth in 2017, compared to 2016. The installation of new equipment allowed team members to focus more on developing a good relationship with current and potential customers, trusting that print projects will deliver impeccable results.

“Xerox Versant 3100 has helped us achieve our goals in terms of cost control and technical specifications, and has enabled us to improve our productivity and the way we manage complex projects,” adds Bogdan Ciurdia.



**ABOUT REGATA**

Regata Print is a Bucharest based company offering services that include digital printing, indoor and outdoor printing, finishing, printing and customization, display and graphics systems and DTP.

**ABOUT RXATELIER**

RXAtelier has been an authorized Xerox Service Partner (ASP) since 1999 and, since 2003, a Xerox Premium Partner. The company is headquartered in Bucharest, but works with partners in all the main cities in the country for the benefit of its strategic customers. The customer portfolio covers a multitude of industries: financial and consulting institutions, call centers and outsourcing companies, HORECA, manufacturing, construction, retail, public sector.

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