

Mimic brings colour to life with Xerox



Print company improves quality, productivity and profitability with Xerox® Colour Consulting Services



Mimic Print & Media Services has been a long-time Xerox customer. But something changed when they upgraded their equipment and turned to Xerox's Colour Consulting Services.

"We were struggling with our colour consistency and I was spending a horrendous amount of my time in production," said Laura Ambrozic, president of Mimic, a print-on-demand shop that provides everything from corporate logos and stationary to full-colour brochures and posters to a diverse range of clients.

"It was taking a shift-and-a-half to produce what I wouldn't consider a very significant volume of work, and about 35 percent of my time was being spent helping with colour corrections and verifying colour consistencies. While I do help facilitate the production process, I was a lot more hands-on than I should have been." As a result, she was often worried about maintaining consistent quality and meeting customers' deadlines.

It wasn't until the Xerox® Colour 800 Press came along that her business did a complete 360. While Ambrozic attributes this to the technology behind the new press, she says it's also because of the extensive colour consultation services that Xerox provided to her team.

Previously, training took place in front of the machine and was focused on how to get output. "The colour consulting service was really about understanding colour theory and applying it to achieve the best output. It helped my operator understand colour functions and corrections from a theoretical background. It's unbelievable how much I've been able to step back from that part of the business," said Ambrozic.



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As a result, the business has tripled its volume, while at the same time Ambrozic has recouped 35 percent of her time. “The time I used to spend in production has evaporated — I’m back to an eight-hour workday and able to triple the volume of my business. And I no longer stay up at night worrying about the types of colour challenges we used to have.”

In fact, they used to send out several jobs to other printing presses since they couldn’t handle the volume, but now they’ve been able to pull a significant number of those jobs back in-house. “We’re able to keep about 20 percent more of our dollar,” said Ambrozic. This also ensures they can provide consistent quality, and they can also turn around jobs at lightning speed — in some cases in less than 24 hours.

The knowledge Mimic has gained through the colour consultation process has helped the business gain a competitive edge. “Our clients are blown away by the quality,” said Ambrozic. “I recently printed some books for a brand specialist who has been taking them to meetings across the U.S., and while people love the content, the first thing they notice is how everything pops off the page.”

Not only has the investment in colour management consulting paid for itself, it has come with soft benefits that are harder to quantify. “How do you quantify my time, or the stress that I used to carry with me?” said Ambrozic. “I used to worry about getting the colours right or getting jobs done on time. Now I’m thinking about expanding the business.”

Without the current solution in place, Ambrozic said the business would not be able to handle the volume they’re currently taking on, while providing consistent quality to their customers. “The quality of the product, along with the new knowledge we have on how to use the product properly, are both huge time-savers, and consistently allow us to drive more business.”

“The colour consulting services team from Xerox follows up with me regularly, without having to prompt it on my end, and that training absolutely gives us a competitive advantage,” said Ambrozic. “I don’t believe there’s another colour product out there on the market right now that can touch it.”