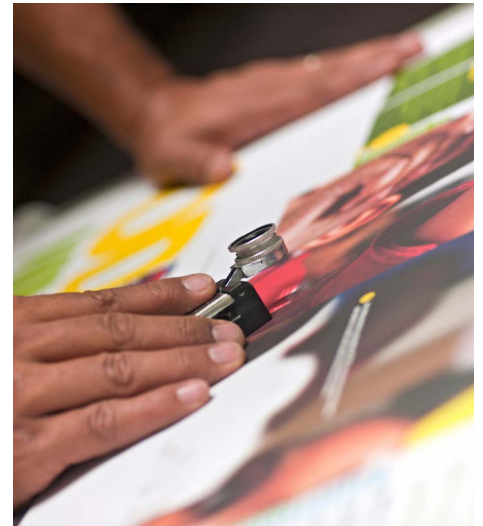


“I see a bright future ahead for Printeria. Without a doubt I rely on the Xerox® brand and the excellent service and support we receive from PBS Group. For me, Xerox® is synonymous with reliability and stability”

– Chifon Ng, General Manager
Printeria



Starting point

With demand for photographic printing greatly diminishing, all major industry players in the Dominican Republic were faced with decreasing printing volumes and growing production costs. This meant that growth of many commercial printing companies, including Printeria, had plateaued. To be able to revitalize the business, Printeria had to evolve and begin to expand its capabilities.

Printeria needed a comprehensive evaluation of its capabilities in order to identify areas of improvement and find ways to capture the evolving niche market of graphic arts. The key criteria to be addressed in the company included increased performance, better service and support, minimal required maintenance and a reduced cost of ownership.

Solution

After evaluating several brands, Printeria selected Xerox® as the offer presented by PBS Group, the authorized Xerox® distributor in Dominican Republic, complied with all of the client requirements. Also, the company has taken into account previous successful cooperation with the brand. In 2011, Printeria, previously known as Foto Astro, entered the graphic communications market by acquiring a Xerox® 1000 Color Press from PBS Group and started the new successful business.

Printeria updated its platform with the Xerox® Color C75 press and also added another thirteen Xerox® devices including three monochrome Xerox® 4595CP units and one Xerox® D110CP.

To help the customer reformulate its go-to-market strategy, a series of workshops were conducted for its sales force and a new industry approach was introduced to cover two new key sectors - retail and the corporate market.

Results

“Currently our printing platform runs on Xerox® equipment, since these units offer us the competitive advantage in that we operate with leading edge technology that is versatile and easy to use,” Chifon Ng, General Manager, Printeria.

The new solution has brought Printeria benefits in all areas of their operation – the company is now able to:

- provide color printing for small and medium volumes to its retail and corporate clients
- meet the centralized printing demands with clear dry ink for large volume printing with the Xerox® 1000 Color Press
- offer retail solutions and key applications for the corporate market thanks to the Xerox® C75 devices capabilities
- offer monochrome printing applications to its clients with the Xerox® 4595 and Xerox® D110.

“We have grown at an average rate of 25% within the last 3 years, which has allowed us to renew our platform, increase our earnings and expand to other geographies in the country. Also, thanks to our service agreement, our costs are lower. We also have the peace of mind that we can deliver on projects.”
– Chifon Ng, General Manager, Printeria.



About Printeria

Printeria is a commercial printing company headquartered in Santo Domingo, Dominican Republic. With its focus on offering printing services to corporate clients, walk-in customers and government entities, Printeria offers innovative solutions for color, black and white and wide format printing to several vertical markets, from retail to corporate projects. Learn more at <http://printeria.com.do>.

About PBS Group

PBS Group is the largest IT company in Central America and the Caribbean, with a presence in 13 countries in the region. PBS is part of Facey Group, one of the biggest companies in Central America and the Caribbean, with over 80 years of experience on the market. Supported by leading brands with their technological development and innovations such as Xerox, Cisco and Oracle, among others, PBS is involved in the everyday business of their clients with the aim of becoming a strategic partner, helping them become more efficient in their business processes and improving the quality of their products and services. With an extensive experience and track record of over 40 years in the region, PBS provides business solutions for printing and imaging, security, professional services, digitization, IT and connectivity transactions. For more information visit <http://www.grouppbs.com>

About Xerox

Xerox is helping change the way the world works. By applying our expertise in imaging, business process, analytics, automation and user-centric insights, we engineer the flow of work to provide greater productivity, efficiency and personalization. We conduct business in 180 countries, and our more than 130,000 employees create meaningful innovations and provide business process services, printing equipment, software and solutions that make a real difference for our clients – and their customers. Learn more at www.xerox.com.