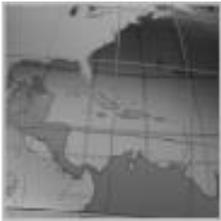


# Case Study



Business Development Services     

February 2016

## HPGprint Uses Special Effects to Grow Business

*Xerox ColorPress1000i Devices Expand Capabilities and Create Buzz*

[Comments or Questions?](#)

**Table of Contents**

Introduction .....3

The Application Opportunity .....3

HPGprint Invests for Growth.....6

Open House Gains Attention .....7

InfoTrends’ Opinion .....8

About the Author .....9

## Introduction

All marketers want their messages to stand out. Clear, silver, and gold printing can provide shine and drive design concepts to an elevated level. Although it is possible to achieve these effects using traditional printing methods, this can be costly for short-run jobs with tight turnaround times. Equipped with two Xerox® Color Presses, HPGprint's Digital Print Production Center (Waltham, MA) began offering these special effects that provide the opportunity for differentiation and incremental revenue to grow its business.

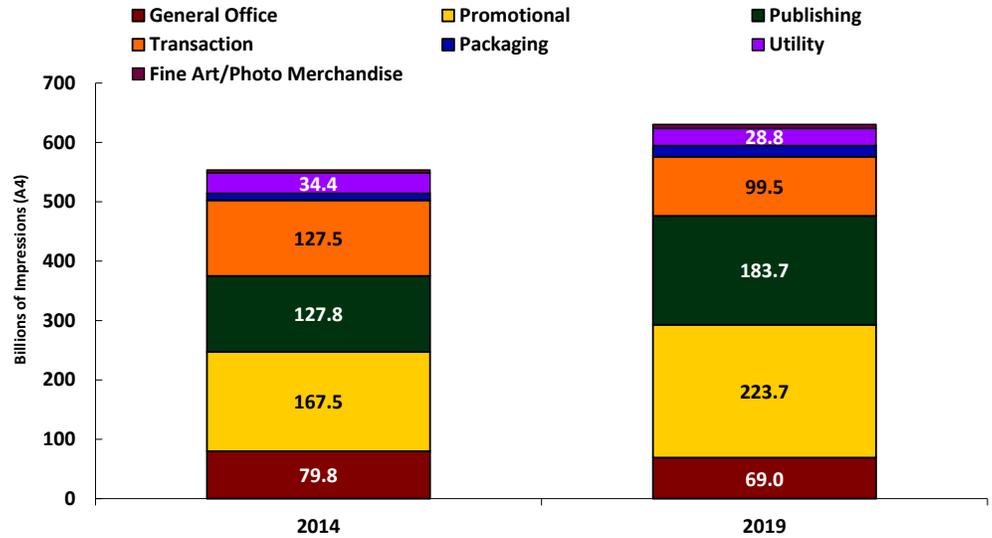
## The Application Opportunity

The special effects of clear, silver, and gold dry ink can be used on a wide range of document types, including business cards and certificates; promotional pieces (e.g., brochures, sell sheets, and logos); point-of-purchase displays and table tents; covers for books, CDs, and reports; artwork and posters; invitations and greeting cards; fine art photography; photo gifts/merchandise; and calendars. These special effects use digital print technology (versus traditional methods such as foil embossing or spot varnishing) and are driving interest among printers because short-run production (static and variable) is now more affordable than ever. InfoTrends' digital production printing application forecast identifies seven major categories that are most commonly printed on cut-sheet production color digital print devices. The promotional and publishing categories accounted for the highest volume of A4 pages in 2014, and this is expected to remain the case throughout the forecast period. By 2019, these two categories will represent over 407 billion A4 impressions for cut-sheet color production digital print products with duty cycles of less than 1 million A4 pages per month.<sup>1</sup>

*By 2019,  
promotional  
printing/ publishing  
will represent over  
407 billion A4  
impressions.*

---

<sup>1</sup> Duty cycle is the maximum number of pages that a device is capable of delivering in a given month when running at full capacity.

**Figure 1: Application Group Overview (<1 Million A4 Pages Per Month)**

Source: U.S. Digital Production Printing Application Forecast, InfoTrends 2015

Below is a discussion of how various documents can benefit from special ink effects (e.g., metallic silver or gold) and create opportunities for business differentiation:

- Promotional:** Promotional applications (e.g., brochures, direct mail, and catalogs) accounted for nearly a third of cut-sheet production digital color volume in 2014. All of these applications can benefit from the use of metallic special effects in silver or gold, or with clear dry ink. Within the direct mail category, postcards are a key application for these effects. Posters represent another sizeable category, as these have a clear need for special effects to help them stand out.
- Publishing:** Publishing documents accounted for over 23% of the volume in 2014. This category includes books, manuals, magazines, newspapers, newsletters, and directories. The use of special effects for these applications is generally for book, magazine, or document covers. Greeting cards are also part of this category, and they represent a very important application for special effects.
- General Office:** General office documents (e.g., letterhead, proposals, reports, and presentations) represented about 14% of total volume in 2014. Within this category, one particularly attractive application is for covers that are bound together with a proposal, report, or presentation. Business cards are also a part of this category, and they can certainly benefit from the eye-catching impacts of silver or gold ink.
- Utility:** Utility documents accounted for about 6% of volume. While items like forms may require the first color station to highlight a logo, the more likely application is for a class of documents called security print products, which includes items like event tickets. For tickets, a spot or dimensional effect is an easy-to-implement method to protect against forgery. Name tags and identity cards are another important security application that can benefit from these effects.
- Packaging:** Representing less than 2% of cut-sheet production color volume, packaging is a relatively minor category for digital print at this time. Nevertheless, it represents an opportunity with the digital packaging transition that is occurring

*Learn how artist and writer John Mollison is leveraging the capabilities of the Xerox Color 800 Press in this digital hot spot blog – [War Aviation Illustrations Become 'Clear' Tokens of Peace.](#)*

today. Metallic effects are extremely well-suited for items like folding cartons and labels, and also for a number of packaged items (e.g., cosmetics, gifts). Table tents have some similarity to packaging with their structural nature. Special effects can also be used with point-of-purchase displays.

- **Fine Art/Photo Merchandise:** Fine art and photo applications (e.g., photo gifts and merchandise) accounted for less than 1% of volume in 2014. These applications build off of the creativity of artists, designers, photographers, and consumers. For example, artist and writer [John Mollison](#) is leveraging the capabilities of the Xerox Color 800 Press to showcase his illustrations using silver metallic and clear dry inks (see Figure 2 below). Artists, designers, and consumers alike will definitely appreciate the opportunities presented with silver, gold, and clear ink.
- **Transaction:** Transaction documents (e.g., bills, statements, and checks) represented about 23% of cut-sheet production color volume in 2014. Many of these pages are printed on uncoated stocks and do not require the highest level of production values, so they are generally not a focal area for value-added special effects unless it comes down to matching a corporate color.

**Figure 2: John Mollison Artwork Printed with Xerox Color 800 Press**



## HPGprint Invests for Growth

*“The production capabilities of the Color Press have enabled us to take our business to the next level.”*

The Harvard Pinnacle Group Corp. was established in 1991. The company started as a Macintosh training facility, but its training and consulting business has been transformed into a print manufacturing facility that specializes in digital printing and finishing services. Now known as HPGprint, this Xerox Premier Partner provides high-quality and short-run digital printing solutions to trade partners and print brokers across New England. The company initially invested in a Xerox® Color 1000 Press with Clear Dry Ink. Given its aggressive use of the Clear Dry Ink, the company became a field tester for the Xerox® Color 1000i Press, which also allows for silver and gold capabilities. Shortly after having the device for beta use, HPGprint decided to upgrade to the Color 1000i Press to maximize business growth and expand its capabilities with the use of metallics. According to HPGprint President Greg Wallace, “The production capabilities of the Color Press have enabled us to take our business to the next level. We didn’t want to be in the price-per-copy business game. Using Xerox’s silver, gold, and clear dry ink has enabled us to sell on value-add and improve the quality of our products while also increasing our range of capabilities. Our business has expanded immensely, and we purchased a second press as a result!”

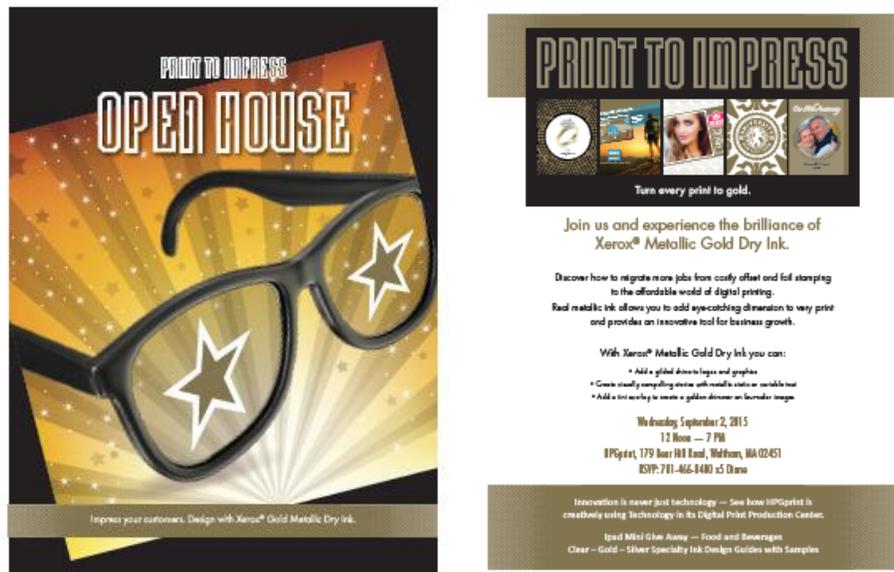
The company’s history of training and consulting in the print industry has played a significant role in its ability to successfully bring new applications to the market. HPGprint has no direct sales force, so Wallace understands the importance of educating his customers within the broker network about how to sell efficiently and effectively and grow awareness of the potential in creative/design communities. Using the Profit Accelerator® *Clearly Different* and *Clearly Personal* Business Development kits for Xerox’s Color Presses, Wallace created sales kits for brokers complete with application examples. Each broker received 25+ printed copies of the campaign, as well as training on how to sell the value of the Color Press and digital printing. The print brokers were able to visit their customers with knowledge, ideas, and actual samples, and this generated increased business for HPGprint. Similarly, Wallace has leveraged the *Metallic Dry Ink Design Guide* to market silver and gold digital printing to designers. By using this business development tool, Wallace can reach out to these prospective clients in a way that helps drive print business to HPGprint.

*“Customers were very impressed with all the clear, silver, and gold ink applications and samples.”*

## Open House Gains Attention

Following the wildly successful campaigns using clear dry ink, Wallace created HPGprint-branded versions of the newest marketing materials provided by Xerox. This time, Wallace co-branded and leveraged the silver and gold *Print to Impress* Fast Start Business Development kit for an Open House to show off his new technological investments and the latest applications. After printing over 1,000 invites using the gold capabilities to promote the live event, Wallace mailed the invitations to the membership base of the Printing Industry of New England (PINE) group. Additionally, Wallace featured ads highlighted in silver metallic ink throughout the PINE newsletter publication prior to the event. These invitations generated a lot of attention and feedback from the association. Twenty-six attendees from eighteen different companies joined Wallace and several Xerox account representatives to experience the capabilities of the Xerox® Color 1000i Presses and the potential impact of metallic dry inks.

**Figure 3: Print to Impress Campaign for HPGprint Open House**



Xerox representative Diane Sgourakes noted, “Wallace’s hospitality and knowledge of the industry made this Open House a huge success. Customers were very impressed with all the clear, silver, and gold ink applications and samples he had for them.” Wallace also enjoyed new sales as a result of the Open House, including new accounts and three new projects within days of the event. He elaborates, “It was so easy to host the event with the support of Xerox’s Business Development tools and the marketing materials that we could leverage.” HPGprint plans to host another event in 2016.

Since seeing is believing, HPGprint’s Digital Print Production Center is offered exclusively to trade and in-plant printers who are interested in testing the device’s new print applications and capabilities for themselves. Furthermore, the company invites

Premier Partners to partner with HPGprint to provide these applications for their own customers. Contact Greg Wallace at [greg@hpg-print.com](mailto:greg@hpg-print.com) for more information!

### **InfoTrends' Opinion**

There are two strategic paths that service providers of all types can take to move their businesses forward. The first path is operations-driven and the second is innovation-driven. Operations-driven improvements such as HPGprint's investment in Xerox® Color 1000i Presses result in greater speed, quality, consistency, and reliability as well as improved customer service. Innovation-driven improvements such as the host of applications that Wallace now boasts create new services, products, customer segments, and business models. Embracing new technologies and value-added application opportunities such as metallic inks can help print service providers differentiate their businesses while also driving increased revenues and profits. Print service providers like HPGprint understand that it's imperative to take both paths—to become more operationally efficient while also remaining innovative.

*To learn more about the Xerox Premier Partners Global Network and other Business Development support, please visit [www.XeroxDigitalHotSpot.com](http://www.XeroxDigitalHotSpot.com).*

This material is prepared specifically for clients of InfoTrends, Inc. The opinions expressed represent our interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies. We believe that the sources of information on which our material is based are reliable and we have applied our best professional judgment to the data obtained.

## About the Author



**Nichole Jones**

Consultant

[nichole\\_jones@infotrends.com](mailto:nichole_jones@infotrends.com)

+1 781-616-2191

Nichole Jones is a Consultant for InfoTrends' Business Development Strategies Production Printing and Packaging Consulting Services. Ms. Jones' responsibilities include managing the promotion and distribution of InfoTrends' content and assisting clients and channels in building business development programs. She is also responsible for developing curriculum and content for InfoTrends' training services.

[Comments or Questions?](#)