

“In our business, it is important to stay ahead of the curve. The Xerox® Color 1000i Press is helping us achieve our main objectives in terms of automation, functionality and image quality.”

– Medhat Thabet, owner,
Virgin Graphics House

STARTING POINT

With the main objective to penetrate new markets and expand its client base, Virgin Graphics was looking to offer its clients new, unique, innovative and high-quality products. The company wanted to provide its customers with secure, unsurpassed document design, decrease time-to-market, spend less time on file preparation, composition and output. The idea was to boost Virgin Graphics' competitive edge by increasing the variety, quality and range of offset and digital print jobs. This means the company could run successfully while maintaining low print costs and fast turnaround. This included adding metallic gold and silver dry ink technology and small-print projects that Virgin Graphics could provide, meeting the increased demand of clients on creative and short-run projects.

In addition, Virgin Graphics was hoping to utilize and benefit from more cost-effective solutions, while maintaining the highest quality of print jobs. The company turned to its long-term partner, Xerox, for a solution to this challenging task.

THE SOLUTION

Xerox's team of printing specialists in Egypt made an assessment of the client's current printing environment, outlined areas of improvement and proposed a solution. Based on the recommendation, Virgin Graphics has installed Xerox® Color 1000i Press in its main branch in Heliopolis.

Not only is the Xerox® Color 1000i compatible with Pantone® metallic gold and silver specialty dry inks, the digital printer offers users a wide range of automation options and best-in-business printing quality. Full-color images appear crisp, vivid and do not hinder the press's significant print speed. The Xerox® Color 1000i can also be configured to accept a huge array of print stock sizes, allowing Virgin Graphics to print anything from books, posters and pamphlets to banners, magazines and business cards using the new Xerox® Color 1000i Print Server.

In addition, installation of the Xerox® Color 1000i with FreeFlow® VI Designer Express helped Virgin Graphics to ensure a high level of security of the documents. While

generating variable data applications driven by XML promotional data, FreeFlow® VI Design Express complements its variable data formatting with specialty imaging options. The total Xerox solution allows Virgin Graphics to provide its customers with personalized calendars, presentations and offers. Furthermore, Virgin Graphics utilized Specialty Imaging's Glossmark Text feature to secure against document fraud and prevent duplication, especially on serialized cards, tickets, security tickets and security cards. This was one of Virgin Graphics' top requirements to meet customer needs and provide added value in a highly competitive market.

Above and beyond, Xerox® Color 1000i users can purchase a specialty dry ink station for metallic inks to ensure full creative license with innovative applications more productively and cost-effectively than traditional foil stamping. Short-run, high-value projects, such as invitations or certificates, can now be easily produced by Virgin Graphics on the Xerox® Color 1000i thanks to the printer's fifth color capability, which allows the addition of metallic dry inks in a single pass.

THE RESULTS

Virgin Graphics was able to capitalize on the Xerox® Color1000i press's broad range of advanced capabilities almost right away. The client saw significant improvements in its business once the digital press was installed. According to Virgin Graphics staff members, the Xerox® Color 1000i has enabled the company to:

- Significantly reduce print costs and project turnaround times
- Achieve higher-quality prints
- Expand client base
- Have greater ability to handle complex and specialty print jobs
- Provide larger product offerings to its clients that span catalogs, brochures, posters, flyers, cards and much more
- Meet clients' challenging and tight deadlines
- Produce unsurpassed quality when it comes to production of materials

"We wanted to be able to utilize specialty metallic inks, which create some of the most dynamic and striking images out there. Nowadays, more and more clients are looking beyond simple business cards or flyers – they want something special and

unique. We decided to seek Xerox's expertise after we installed the Xerox® iGen® 4 earlier and were impressed with the results. We were certain that installing the Xerox® Color 1000i digital press will attain our goals. We installed it in our main office in Heliopolis and have received amazing feedback from staff and clients. We made the right choice trusting Xerox, who again helped us cut printing costs and increase our customer base through penetrating new markets using the metallic dry inks," – Medhat Thabet, owner, Virgin Graphics House.

ABOUT VIRGIN GRAPHICS

Virgin Graphics is a leading professional creative graphic design and printing company with headquarters in Cairo, Egypt. The company was established in 1998 and specializes in offset and digital printing. A long-time Xerox partner, Virgin Graphics continually invests in hi-tech, innovative printing equipment to ensure the best quality printing services in the business.

The company's client base has a number of reputable names including The American University in Cairo, EFG Hermes, UNDP, ICRC, Sofitel Hotels, Mena House Hotels, ILO, ENID, Ashoka, Knauf, Amarco, Moonstar, Beltone and Siemens.



ABOUT XEROX

Xerox Corporation is an \$11 billion technology leader that innovates the way the world communicates, connects and works. Our expertise is more important than ever as customers of all sizes look to improve productivity, maximize profitability and increase satisfaction. We do this for small and mid-size businesses, large enterprises, governments, graphic communications providers, and for our partners who serve them.

We understand what's at the heart of work – and all of the forms it can take. We embrace the increasingly complex world of paper and digital. Office and mobile. Personal and social. Every day across the globe – in more than 160 countries – our technology, software and people successfully navigate those intersections. We automate, personalize, package, analyze and secure information to keep our customers moving at an accelerated pace. For more information visit www.xerox.com.