

“From the design point of view, the Rialto® let us be more creative. I didn’t have to worry about what I couldn’t do. Instead I got to focus on what I could do.”

—Jon Hall,  
Graphic Designer,  
Print and Graphics Scholarship Foundation



### The Challenge

For years, the Print and Graphics Scholarship Foundation (PGSF) has produced a directory listing many of the educational institutions across the United States that offer degrees in graphic communications or printing. Sent to colleges, universities, community colleges, technical colleges and high schools across the United States, this directory helps students find ways to continue their education in the print industry.

While useful, the finished piece did little to inspire students. The toner-based press on which it was previously produced restricted the size, color and overall appeal of the book—not ideal for a piece targeting aspiring print pros.

### The Solution

PGSF teamed up with Xerox to transform the book from a simple directory to a full-on marketing piece that would reflect the creativity and innovation the print industry is all about. Using both the Xerox® Rialto® 900 Inkjet Press and Xerox® Color 1000i Press, Xerox produced a flashy new directory for PGSF, complete with full bleed color photos on the inside and gold metallic ink on the outside.

### The Results

- Produced the book at three times less cost than the previous toner books
- Increased directory orders by 600 and counting
- Doubled the print run volume
- Created a dual-purpose piece, with a utilitarian and marketing play
- Doubled the size of the book

“The difference between the new and old directory is night and day. In talking to my students, their first impression was ‘that’s a quality printed piece.’”

—Gary Walton,  
Professor Emeritus,  
Cincinnati State, Graphic Imaging Tech



## Strengthening the Future of Printing

Housed under the same roof as Printing Industries of America, the Print and Graphics Scholarship Foundation (PGSF) is dedicated to ensuring the success of the next generation of print professionals. Not only does PGSF hand out around \$400,000 in scholarships each year, it also helps students by producing an evergreen directory of the many technical schools, colleges and universities offering courses in graphic communications and printing.

## A Design Disconnect

In the past, PGSF outsourced the book production to a print shop which used a toner-based press. Production value was limited, resulting in a visually underwhelming black and white, 8.5" x 5.5" paperback piece. “Students want to see something that’s colorful and bold that speaks to them. We wanted to enhance the visual style so it wasn’t just a directory but a marketing piece. We wanted it to reflect what is possible in the printing field with the technology available today,” said Jon Hall, Graphic Designer at PGSF.

The foundation turned to Xerox to explore new ways to make the directory more impactful. The hope wasn’t just to help interested students find the right fit, but to excite students about the industry. Working with Xerox, PGSF found the perfect hybrid solution to deliver a beautiful piece that would provide both information and inspiration to students.

## Inkjet Opens New Possibilities

To produce the guts of the book, the Xerox® Rialto® 900 Inkjet Press was leveraged. “As the project moved to Xerox® inkjet, we found our

flexibility was really enhanced. We were able to use a lot of larger images, floods, a wider range of colors and different types of printing techniques that allowed us to expand upon the look and the feel. Those allowed us to really revitalize the directory and make it more of a marketing piece,” said John Berthelsen, Vice President of Development at PGSF.

Not only did this improve the production value, but the cost to produce the color book was three times less than the previous black and white toner version.

## The Golden Touch

The visual transformation wasn’t limited to the inside. With the help of the Xerox® Color 1000i Press, PGSF pulled out a bit of digital printing innovation by infusing metallic gold ink onto the front and back covers of the directory. “What the gold ink enabled was a whole new level of design. It allowed us to be more creative in producing an iconic piece,” Hall states. “At first I was hesitant, but as I got used to the gold ink, I just had to hold back because I was having so much fun with it.” It didn’t hurt that PGSF’s logo happened to be gold, too, adding impact to their branding.

## An Amazing Response

When the newly designed book was shared with the first high schools, the reaction was one of surprise and delight. Bernie Eckert, Administrator at PGSF explained,

“Compared to our old directory, schools are just amazed at the color and presence of the book and how it’s been updated. We’ve received many, many great compliments.”

The added visual appeal led to a surge in schools requesting additional copies. Plus, with a greater distribution, more schools began contacting PGSF to get listed in the directory. But the biggest payoff came in the form of an influx of new requests.

John Berthelsen talked about how the new book helped the foundation expand its reach,

“PIA has local affiliates and Bernie put out requests for schools in those areas. With this new and improved book, really a new marketing tool, a couple of affiliate managers came up with submissions of high schools in their area that should be getting this directory.”

The result? Six hundred additional schools have requested the book, doubling the print run—and more continue to roll in, with some schools requesting additional copies.

It’s safe to say, with efforts like PGSF’s and technology like the Xerox® Rialto® and Xerox® Color 1000i, the future of printing appears to be golden.