Looking to win in an upside-down economy?

Information overload? Tame it.

New technology for simple productivity gains

Behind the scenes at Notre Dame

Tradition by the numbers
Xerox production digital color technology puts printing company, we’ve got a digital press to

Digital color is a winning formula for increasing profit and revenue. And no one is better qualified to add to your digital capabilities than someone with a proven track record. Over half of the world’s color pages are printed on Xerox digital color presses. That’s more than twice the nearest competitor. Our industry-leading
you ahead of the pack. No matter what size your drive your business. There’s a new way to look at it.

products have helped hundreds of small commercial printers on the road to greater digital color profits. But what really separates us from the pack is the way our service and support team steers you to cost-effective color solutions that best fit your company’s needs. And that makes Xerox digital color technology a win for everyone.
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Welcome to our special edition of *Real Business Magazine*. We’re glad you could join us here in South Bend to see one of college football’s great rivalries in action—Notre Dame vs. Boston College. Both teams always bring their best to the field. And it is critical that we do the same for you.

In this customized version of *Real Business Magazine*, we’re demonstrating Xerox’s on-demand printing capabilities. You’ll find information on our long-standing partnership with the Fighting Irish, as well as insights on how to compete and win in today’s challenging economy.

One of the keys to success is building and maintaining deep business relationships—the kind that connect coaches and players, students and teachers, fans and their favorite teams.

The great Notre Dame football coach Knute Rockne once said, “A lot of people seem to think there is some sort of magic in making a winning football team. There isn’t, but there’s plenty of work.” This same principle extends past the football field and into the business world. We’re ready to work hard to support your business and establish a winning relationship. That’s what I’m cheering for!

Best,

Doug Lord
President, North American Solutions Group
Xerox Corporation
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Putting automotive dealers in the driver’s seat by using Xerox technology to help entice car buyers with customized direct-mail pieces
Xerox announces color prints for the same price as black and white. Now with the Phaser® 8860, making the move to color really is a no-brainer. Checkmate. Xerox Color. It makes business sense™.

Black-and-white prints used to have one big advantage over color. Cost. But now, Xerox levels the playing field with the Phaser 8860 network color printer. It prints color for the exact same price you’ve always paid to print in black and white. Print speed is exactly the same as black and white, too: 30 ppm. The solid-ink Phaser 8860 is surprising in other ways, too: it saves up to 50% on color consumables over 3 years* and creates 90% less waste than typical color laser printers. So don’t shy away from color, embrace it. After all, it’s a move any budget can easily accommodate. Brilliant.

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*Based on a 4,000 page print volume per month when compared to HP and Lexmark using own-brand consumables.

xerox.com/checkmate 1-800-ASK-XEROX
Knowledge is power. But too much information can make you feel powerless—and unproductive. Take a look at the statistics. We’re losing time and money every day. We need to find better ways to process and utilize this deluge of information.

$6.5B in productivity per year is lost due to information overload. (Basex, 2008)

42 percent of people accidentally use the wrong information at least once per week. (Accenture, 2007)

53 percent believe less than half of the information they receive is valuable. (Accenture, 2007)

28 percent of the typical workday is wasted by interruptions caused by unnecessary information. (Basex)

A typical enterprise spends between 3 and 5 percent of its revenue managing documents. That’s often higher than what they invest in R&D. (Xerox internal study)

So what’s a worker to do? Disconnect the cell phone? Boycott voice mail? Throw the PDA out the window? As workers resolve to regain sanity in 2009, where do they go for answers to questions about how to cope with information overload?

For more than 30 years, Xerox social scientists have been studying how workers communicate, organize and generally get things done. In fact, they pioneered the science of ethnography, where researchers track the habits of workers as they go about their day.
Inspired by their Future of Work study, here are nine tips to help you save time and manage information overload.

1 **Breathe.** It may sound simple, but not enough people take the time to do it. So schedule breaks into your daily working routine. It helps productivity—even stepping away from your desk for a moment. Even a quick nap helps you regenerate and be more productive. Research supports this, we swear.

2 **Simplify Your Schedule.** Try scheduling all of your meetings on specific days so you have more time on non-meeting days to process information coming in—it's much easier to focus when you don't have a meeting looming in 20 minutes.

3 **Back It Up.** No information is worse than too much. Make sure you have a solution in place for regular backup.

4 **De-clutter Your Desktop (both of them).** File, pile or toss papers as soon as you receive them. Scan and save important documents to reduce desktop clutter instead of filing. On your computer, consider getting rid of folders altogether and using desktop search engines to find things when you need them.

5 **Touch It Once.** Often we waste time dealing with the same piece of information again and again. Respond as soon as you receive it, put it in its file or delete it/shred it the first time you touch it.

6 **Forget the Free Stuff.** It comes at a price (e-mail garbage and unsolicited offers). Choose quality over quantity. Manage your bills and accounts online and sign up for the do-not-call lists and the no-junk mail lists.

7 **Use Your Tools.** Make use of your phone for getting the right info at the right time. For instance, you don't have to waste time printing maps if you can access them from your phone. GPS phones have the smarts to give you the right information based on your actual location.

8 **RSS Reprieve.** Sign up for an aggregator. It helps you see all your news in one place.

9 **Manage Mobile Madness.** Use a mobile device with e-mail support to make hours away from your desk more productive. Keeping track of e-mail throughout the day can help you anticipate future work, and take care of mini-projects as they arise instead of waiting until later to sift through a huge pile of e-mail.

“Tackling information overload is important for most global businesses today, tomorrow and five years from now,” said Jenny Perotti, ethnographer in the Xerox Innovation Group. “Our findings will help people around the world leverage the tools they have today and plan strategies and techniques that will enable effective collaboration and information management in the future.”

After launching the “sharing” era with the first xerographic copier 70 years ago, Xerox now helps customers navigate the flood of information. Learn more about how Xerox has kept pace with innovations that help clear the path between paper and digital content, cut through the clutter and make information relevant again, visit: http://www.infooverload.com.

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**HOW XEROX IS HELPING WITH INFORMATION OVERLOAD**

Corporations, small businesses, hospitals, schools and other organizations all suffer from various symptoms of information overload. Here’s how Xerox is getting to the root of the problem and helping you get back to work.

**Putting Documents to Work for You**

**Making Documents Smarter:** Why shouldn’t a document organize, update, route or protect itself? Xerox researchers are inventing technologies that eliminate routine or tedious information tasks, making it easier to navigate the flood of information.

**Clearing the Paper Path:** Businesses are executing complex tasks unique to their needs directly from the MFP touch screen with Xerox’s EIP software platform. For example, Delta Funding in New York moves stacks of mortgage documents from desktop to a records management system with the push of a button.

**Taking the Pain out of Paperwork**

**Bottom-Line Impact:** Xerox reduces administrative costs in a 400-bed hospital nearly 15 percent by converting up to 75 percent of its patient paperwork to digital documents.

**Improving Productivity:** Xerox enterprise content management reduced student registration at the Wilkes-Barre School District in Pennsylvania from two weeks per child to just 30 minutes.

**Saving Time:** Using Xerox DocuShare® CPX, Pennsylvania-based Physicians Endoscopy, L.L.C., redirected nearly 100 hours of employee time each month from processing billing paperwork to more business-critical activities.

**Cutting through the Clutter**

**Keeping Marketing Material out of the Trash:** The Maine Office of Tourism increased revenue from state visitors by 23.4 percent by working with Xerox to add color and reengineer brochures to make customer mailings more targeted and relevant.

**Helping Small Businesses Stand Out:** With potential customers overwhelmed by messages from different sources, how does a small business grab attention on a shoestring budget? Watson Realty in Florida knew color would get potential home buyers’ attention, but the cost was outrageous, until it switched to Xerox’s proprietary solid ink technology. The cost of printing in color dropped 80 percent.

**Trimming the Junk Mail Stack:** Personalized messages on bills, statements and invoices incent people to read what they would normally “junk.” Xerox and OSG Billing Services drove a 30 percent spike in sales for a wireless provider in North Carolina with highlight color and customized messaging on an invoice promotion.
Catch your breath. The New Year is here, and many prognosticators say that, like auld lang syne, the grim economy of late 2008 won’t be forgotten—or left behind—anytime soon. What can we expect in 2009, especially in the printing industry, which already was hyper-competitive even before the recent loss of confidence in global markets?

The most optimistic views are couched in reminders that in crises there is opportunity. “The economy is something we should navigate, not something we should fear,” exhorted Dr. Joe Webb, director of WhatTheyThink.com’s Economics and Research Center, at “The Opportunities Panel Lunch” presented at Graph Expo by Xerox and the Printing Industries of America.

“It’s easy for people to be obsessed with economic news,” he explained. “But do it to understand your customers and new needs they might have. Few times come along like this, when you can lift an organization’s burdens and help them in a unique and compelling way.”

One certainty: the opportunity in print—the means to help customers in a “unique and compelling way”—is digital, and digital color in particular. While most of the print market offers low single-digit growth at best, digital color still is expected to follow an 11 percent compound annual growth rate (CAGR) from 2007 to 2012, to $66.4 billion in retail value of print, according to the InfoTrends 2007–2012 U.S. Print-on-Demand Market Forecast.

Further, digital’s advantages come into sharp focus in a tight economy. Namely, digital permits marketers, creatives and print buyers to better control their inventory, eliminating costly waste and warehousing, to generate more and higher-quality responses for a better return on investment, and to integrate strategically with new media for even better results. Additionally, in an era when environmental sustainability is highly valued, digital print offers the greenest print option available.

Let’s be clear. This is a challenging time for print. But we believe that printers can succeed by making innovative, strategic use of digital printing and related value-added services targeted to help their customers succeed.

**Digital Printing Goes Mainstream**

By most measures, today’s digital printing is a mainstream medium. A 2008 survey by Graphic Design USA magazine found that 77 percent of creatives specify, recommend, approve or buy short-run digital printing—more than three times greater than in 2002, when 24 percent did.

Printers, too, are more likely to deploy digital printing than ever before. The National Association for Printing Leadership (NAPL) found that 79 percent of printing companies say digital printing is making a positive contribution to their businesses, according to its 2007–08 Digital Services Study. A positive impact also was reported by 60 percent for Web-to-print services and by 57 percent for one-to-one marketing services.

Another NAPL study, conducted in October 2008 on 2009 capital investment priorities, found only two equipment categories were priorities for more than half of printing companies surveyed. They are digital printing, variable and one-to-one services (54 percent) and bindery and finishing equipment and systems (55 percent), which often complement digital printing.

And while offset lithography still accounts for most of today’s print, the survey found it will diminish, on average, from 69 percent of print volume to 56 percent by 2010. In contrast, digital and value-added services—such as fulfillment, mailing and database management—are expected to rise to 38 percent from 25 percent.
Yet the real story is that volume growth is greatest among hybrid shops offering both offset and digital. By offering one-stop shopping, hybrids expand their businesses with existing customers, an easier task than building a new customer base. One result: the population of hybrid shops is growing at a 40 percent CAGR from 2002 to 2012 compared to 6 percent for analog-only companies and 8 percent for digital-only, according to I.T. Strategies.

### An Industry Redefined

These trends are evidence of an industry redefining itself. The driving forces are electronic alternatives to print, digital enablers to new services and a new breed of innovative competitors. Traditional printers are becoming marketing services providers. Creative marketing shops, prepress and trade houses, and other traditionally non-print operations now offer high-quality digital printing. New and old firms alike are doing business worldwide via the Web.

The fundamental structure of the print industry is changing, independent of the usual ups and downs of the regular business cycle. Increasingly, the print providers’ traditional differentiators—impeccable quality, high reliability, fast turns and exceptional customer care—are the price of market entry. Print providers need to respond, said Andrew D. Paparozi, chief economist, NAPL, because, “In an industry that is being redefined, no risk is greater than doing nothing.”

Many leading companies are responding by using digital-based services in new ways to differentiate their businesses in what we call The New Business of Printing®. They offer a broader range of services to give their clients more options. They become single-source providers, from creation to production to mailing, to make life easier for clients. And they develop a better understanding of their customers’ businesses, so they can apply the new services to help their customers succeed.

For these leaders, digital print doesn’t replace offset. Rather, their customers are communicating differently, with multiple media, including both digital and offset.

### Delivering Digital Value

Building a successful business that responds to these changes requires adding value to print in numerous ways. Web ordering and archiving can add convenience and cost controls for clients. Variable information uses relevant personalization to boost response rates and revenue generation. Mailing services optimize postal costs and delivery schedules. Environmentally sustainable print services—such as use of recycled and green-certified papers, and non-carbon-based energy sources—can support a client’s environmental commitments, while making a positive contribution to society.

Proper support of these customer values also requires investments in supporting equipment, skills and knowledge. Together, these client needs and print establishment assets are the sources of value that underlie successful high-value print applications. Align them well, and you can deliver value to your customer and profit to your company.

Digital print offers three main paths of differentiation, which are fleshed out with various ancillary services:

- Lower-cost alternatives to offset printing for short runs and fast turnarounds (print on demand);
- Using tools such as XMPie software to deliver on the unique capabilities of digital printing, such as personalization and seamless integration with the Web to increase value and effectiveness or lower costs; and
- Blended digital and offset services that appeal to one-stop shoppers.

The applications where these values are driving the highest growth are direct mail and marketing collaterals. Digital color is expected to account for 40 percent of direct mail pages by 2021, from about 6 percent in 2006, according to Caslon & Company. Service providers can differentiate by using the Web, e-mail and telemarketing to develop cross-media programs, and by applying expertise in list selection, data management and mailing services.

Digital color printing of collaterals is projected for similarly rapid growth, from less than 5 percent of today’s volume to about 60 percent in 2021, according to Caslon, driven by efficiencies in Web-to-print processes. Print providers benefit because once these systems are in place, customers typically stick with them, resulting in a predictable, annuity revenue stream.

Other high-growth, high-volume applications for digital color include newsletters, business identity materials, digital books and transactional documents, such as bills and statements.

Wherever the volume derives, rest assured that the industry will undergo continual change. To succeed you must find the equilibrium between selling, manufacturing and customer demand to deliver efficiencies, high quality and cost-effectiveness both for you and your client. And you must regularly adjust to the ever-changing landscape.

Odds are good that digital color printing will figure prominently in these calculations for years to come—especially in these challenging times.

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the NEW GREEN IMPERATIVE
Developing an environmentally sustainable, “green” operation is becoming an imperative for graphic communications businesses. More and more customers want it. Your community and the earth need it. And your employees both want it and need it. Many rally around green initiatives and all benefit from a work environment that is optimized for health and safety.

Your business can benefit, too. You may win bids based upon your green capabilities. Some sustainability initiatives reduce operating costs. A strong commitment can provide a differentiator in the marketplace and boost your image as a good corporate citizen, while meeting your customers’ demands. In a recent survey of 800 printers by Reed Business Research and co-sponsored by Day International/Flint Group and Xerox Corporation, 75 percent of print providers said customer attention to sustainable print was on the rise.

Yet for some, the best reason for contributing toward the earth’s sustainability is a simple belief that it’s the right thing to do. Here’s a brief overview of the many ways green initiatives can play in graphic communications businesses.

**Make a Green Plan**

A commitment to sustainability begins with a plan. It should comprehend your environmental impact and establish timetables for achieving various goals for recycling, reducing waste, re-use, carbon footprint reduction and other initiatives. A staff member should be made responsible for tracking progress.

A good resource for learning what’s possible is the Sustainable Green Printing Partnership, a partnership of the PIA/GATF, the Specialty Graphic Imaging Association and the Flexographic Technical Association (www.sgppartnership.org). The group is a source of information on sustainable business practices and has developed some standard definitions for green printing. It provides benchmarking tools, verification of sustainable business practices based on its published criteria, and public recognition of those who are verified as “Sustainable Green Printers.”

You also should consider ISO 14001 certification, which specifies requirements for an environmental management system addressing areas an organization has control over and can influence. For more information, visit www.iso14000-iso14001-environmental-management.com.

More ambitious is the U.S. Environmental Protection Agency’s Climate Leaders program, which requires companies to set aggressive goals for reducing their impact on the environment and to annually report progress. Only a handful of print companies belong. More information is available at www.epa.gov/stateply.

**Paper and Ink Practices**

You can have an environmental impact with your paper supplies in three ways: by recycling your paper waste, by moving to paperless proofing and workflow systems and by giving your customers green paper choices. These choices include recycled paper, sourcing your paper from manufacturers with certified environmentally sustainable supply chains and having your own shop certified for its green role in the supply chain.

The most widely recognized global certification agency is The Forest Stewardship Council, a global not-for-profit organization that promotes responsible management of the world’s forests (www.fsc.org). It certifies environmentally sustainable practices for forests, paper manufacturers, printers, and others who work with wood products. Xerox Corporation, for example, has FSC “chain of custody” certification, meaning that the source of the paper we manufacture can be traced to operations using sustainable forestry practices.

Avoid papers that use the hazardous chemical chlorine as a bleaching agent. Ink materials also are a concern. Vegetable- and soy-based
inks are more environmentally friendly than petroleum-based inks, and they make paper easier to recycle. Xerox toners are non-toxic, so they generate no hazardous waste, and we enable recycling of most toner cartridges and bottles, reducing overall waste.

**Green Equipment Choices**

Digital printing equipment is not only the best source of business growth among printing technologies, it’s also the greenest. Digital uses fewer solvents than most offset presses, and the few hazardous materials they employ have been—or are being—phased out by many manufacturers.

Further, digital processes result in less waste than other technologies. Print-on-demand practices deliver only the number of pieces required, cutting energy use for warehousing and reducing waste by as much as 30 percent. Distribute-and-print networks do the same over long distances—and also reduce energy-intensive transportation. Personalized printing further cuts page volumes by targeting information more precisely.

When you’re in the equipment market, look for products that are Energy Star-compliant to conserve energy and reduce associated greenhouse gas emissions. We estimate that the annual savings from Xerox Energy Star-qualified equipment installed in customer sites is equivalent to lighting nearly one million U.S. homes for a year.

In addition, seek equipment that is designed for remanufacturing or recycling. For example, most parts on the Xerox iGen3 and iGen4 Digital Production Presses can be recycled or remanufactured, and more than 80 percent of the waste they produce can be reused or returned to the manufacturer.

You may also prefer to do business with suppliers who have demonstrated longstanding commitments to green business practices. Ask suppliers about their commitment to environmental sustainability. Xerox has run a leadership environmental program since the early 1960s, and we were recently named to the Dow Jones Sustainability North America Index, recognizing our economic, environmental and social performance.

**Green Plant Operations**

Your physical plant’s design and the choices you make in operating it have significant environmental consequences.

A green design or makeover can control your energy costs and deliver an optimally safe and comfortable work environment. Install environmentally friendly lighting systems, improve your insulation, seal your windows and exhaust units, upgrade your humidity controls and thermostats. Re-distribute heated air from your printing equipment to other parts of the building. Establish policies that reduce energy consumption, such as powering down equipment when not in use.

Consider buying renewable solar and wind energy to power your plant operations. The cost is typically slightly more than standard service, but the value to your public image—and the environment—makes this a worthwhile proposition for some.

Monitoring your VOC (volatile organic compound) emission levels and making efforts to reduce them is a smart business practice that maintains the safest possible environment for employees and your community. In some areas, such monitoring is a regulatory requirement, and if your local regulatory agency doesn’t require it now, they likely will soon. For a few thousand dollars, an engineering firm can test your plant, identify your higher risk VOCs and offer recommendations on improving your situation. Annual checks are recommended.

Some of the most ambitious firms also set goals for reducing their overall carbon footprint, by tracking and reducing greenhouse gas emissions from their plant, office, shipping and transportation services, and other operations.

**Lead Your Clients and Employees**

Your clients and employees, too, are looking for ways to improve their environmental impact, and you can help.

Help your clients to conceive and execute designs that use green materials and have a friendly impact on the environment. Give your employees a company-organized carpool, or tips on how to apply some of the plant’s environmentally friendly programs to their homes, or opportunities to do green volunteering in the community.

Done “right,” green initiatives can benefit your company, your employees, your customers, your community and the world. And that’s something you can be unequivocally proud of.

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To learn more about Xerox sustainability programs, visit: www.xerox.com/environment.
Organizations waste millions on managing the flow of documents from digital to paper and back again. Xerox Global Services professionals create efficiencies by streamlining those processes, upgrading document technologies and finding better ways for people and their resources to work together. For example, our document assessments examine workflow and technology compatibility across your enterprise. Once our analysis is done, we offer a comprehensive range of document services and outsourcing to optimize your assets and improve business performance. Our methods have helped Owens Corning, InterContinental Hotels Group (IHG) and others realize millions. For a complete portfolio of our services and case studies, visit us today at xerox.com/millions.
HOT

trend: transpromo
WHETHER IT’S ADDING RELEVANT, PROMOTIONAL MESSAGES TO BILLS AND STATEMENTS OR PERSONALIZING DIRECT MAIL WITH TRANSACTIONAL DATA, THE COMBINATION OF MARKETING MESSAGES AND TRANSACTIONAL DATA DELIVERS RESULTS  

By Shelley Sweeney

It’s taken 30 years, but print applications that mix promotional messaging and transactional data finally are considered a “hot industry trend.”

Transpromo, as the application is widely known, is projected for astonishing 91 percent compound annual growth from 2006 to 2010, according to InfoTrends, the Newton, Massachusetts-based market research and strategic consulting firm. This means that digital color pages devoted to the application will grow from 1.6 billion in 2006 to 21.8 billion in 2010.

Why now? Digital color printing technology is a key enabler. Most of today’s bills and statements are printed on monochrome digital printers, often using offset-produced letterhead. Marketing inserts are produced separately. Today’s digital printing systems can boost communications impact with strategic use of color and personalization and streamline production with one-pass printing that also includes “inserts” as part of the bill or statement. Digital systems coming out in the next few years will build on these capabilities by boosting production speed and reducing costs, from today’s best total cost of operation of five cents per page to a new low of less than two cents, according to InfoTrends.

Another factor is the ever-rising cost of postage, which leads companies to scrutinize and adjust their mailing strategies, to cut costs and boost the impact of the mail they do send. Many firms are awakening to an understanding that bills and statements are the most widely read customer documents the enterprise produces. Ninety-five percent of these transactional documents are opened and read, according to InfoTrends. The firm further found that 63 percent of customers prefer statements that include personalized, relevant offers in the same document to traditional statements that arrive with inserts. So incorporating promotional messaging into a transactional document can not only generate a higher read rate for the marketing message but boost the document’s appeal, as well.

And on the flip side, transactional data also is proving to be extremely valuable for creating individually relevant direct mail offers with more relevant messages that increase response rates and return on investment.

Here’s a brief look at how several leading print providers and their customers are capitalizing on these opportunities.

Generating 20 Percent Annual Growth

Nearly every transactional document that Rome, New York-based Cathedral Corporation (www.cathedralcorporation.com) produces includes promotional messaging, according to Marianne W. Gaige, President and Chief Operating Officer, Cathedral Corporation. And Cathedral produces a lot of transactional documents, on its Xerox digital printing systems—about 58 percent of the company’s $20 million business revolves around bills, statements and other transactional pieces, both in print and electronic form.

“People read their statements, and if you include truly personalized and targeted messages and compelling offers, those will be read, too,” Gaige said. “For example, if a bank statement says, ‘I know you have a CD that’s maturing, so here’s a new CD with a favorable rate,’ that message tells the customer, ‘Hey, I know you. You’re my customer, and here’s something that may be right for you.’ You can’t get more personal and relevant than that.”

Among Cathedral’s clients that are using statements for promotions is the UMassFIVE College Federal Credit Union, a member-owned, not-for-profit, financial services institution based in Hadley, Massachusetts. Last year, some UMassFIVE College marketing efforts were made exclusively through statements, enabling the credit union to track their success.

Early in the year, management sought to drive 2 percent growth in transactional-promotional business at Cathedral last year. “I believe you can’t overcommunicate to your customers,” Gaige said. “We sell the value of print and electronic communications to help organizations grow. We tell them you can and should make your statement into a marketing document.”

155 Percent Boost in Contributions

The Solidarity Fund QFL (www.fondsftq.com) recently used transactional customer data in a direct mail campaign to personalize the ways shareholders can benefit from making regular, monthly contributions. Among the results: a 155 percent increase in the number of shareholders who switched from annual lump sum payments to monthly, automatic payments, which help ensure long-term, sustainable growth for the fund.

The Solidarity Fund, a registered retirement savings plan that invests in Quebec-based companies, ran the campaign as a test by the Xerox 1:1 Lab, at the invitation of the fund’s print provider, CGI. The test compared results generated with a highly personalized marketing piece to those of a similar, non-personalized control piece. Personalization included appeals to invest based upon age and gender, graphs charting the investment’s hypothetical growth based upon age and past contributions and examples of local businesses that have benefited from fund investments.
“The number of variables enabled us to adapt almost every line of our document to each individual’s specific situation, such that each shareholder would be able to see the value of our offer,” Frédérique Chatain-Collinet, Management Consultant at the fund’s Shareholder Projects Branch. “It’s a very powerful marketing tool that was much more effective than our traditional tools.”

Other results included a 3X increase in reactivation of payroll deduction plans among people who had dropped them in the last six months and a cost reduction of 17 percent. Ultimately, fund management came to recognize the power of its information on shareholders. “We can now confidently foresee using the Xerox 1:1 Lab approach to produce other highly personalized communications on a wide scale,” said Sylvie Laferrière, Project Coordinator for Shareholder Projects, Solidarity Fund QFL.

**New Printer Having Big Impact**

Another company that is seeing brighter possibilities on the horizon is Stralfors (www.stralfors.com/en), a provider of solutions for the efficient communication of business-critical information, based in Ljungby, Sweden. The company is testing the Xerox 490/980 Color Continuous Feed Printing System, which prints as many as 986 images per minute for U.S. letter-size pages and 900 images per minute for A4 sizes, in high-quality color on a range of light to heavyweight paper stocks.

The company produces about one of every three mailings to households in Scandinavia and is using the new system to produce some of its largest mailings, such as statements and invoices for banks, utilities and loyalty clubs and other business-to-consumer companies. In response to customer demand, many of these full-color business documents incorporate marketing messages.

“IF A BANK STATEMENT SAYS, ‘I KNOW YOU HAVE A CD THAT’S MATURING, SO HERE’S A NEW CD WITH A FAVORABLE RATE,’ THAT MESSAGE TELLS THE CUSTOMER, ‘HEY, I KNOW YOU. YOU’RE MY CUSTOMER, AND HERE’S SOMETHING THAT MAY BE RIGHT FOR YOU.’ YOU CAN’T GET MORE PERSONAL AND RELEVANT THAN THAT.”

—Marianne W. Gaige, President and Chief Operating Officer, Cathedral Corporation

“These customers tell us that the invoice or the bank statement is the document that is actually read, so if you want to communicate something important, put it on a transactional document,” said Hakan Larson, Technical Director, Stralfors.

While “printing in color is nothing new,” Larson said, the Xerox 490/980 is helping Stralfors produce transactional-promotional documents on a larger scale than ever before. “This is the first printer in full color that is suited for industrial print,” he said. “We think it will have a major impact on the industry.”

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In the business of financial and investment printing, there’s no margin of error in content and no flexibility in deadline. Just ask Coleman F. Nee, Jr., the Vice President and Senior Director for PNC Global Investment Servicing, Advanced Output Solutions, Lynnfield, Massachusetts, who estimates that approximately 95 percent of the print work produced by the operations he oversees is both time-sensitive and deadline-critical.

“We have one of two deadlines,” he confides. “It’s either same day, or it’s next-day. Our deadlines are really driven by regulatory guidelines. We must confirm a mutual fund trade within 48 hours. We have to, by law… We are a highly monitored, frequently audited operation.”

In addition to managing the print operations, Nee heads up mailing, as well, comprising an insertion department—equipped with 22 machines capable of folding and inserting as many as a million envelopes a day during peak periods—a warehouse and an inventory-control group. The cooperative departments are staffed by more than 200 employees—folks now settled into refurbished surroundings.

“We have invested in a redesign of the facility, upgraded some existing equipment and purchased some new equipment. It’s been a very successful transition for us,” Nee remarks.

The sheer volume of print that travels through the operation is impressive, particularly when 95 percent of the work is regulatory-controlled documentation with variable-data customization. “We mail about 150 million envelopes each year,” Nee estimates. “On a daily basis, it’s not unusual for us to mail out about 400,000 to 500,000 pieces of mail.”

The content for these mailings originates at any of 250 departments—or “clients”—within the broader institution. Content comes into prepress in electronic form and is normalized to print-ready documents before they’re fed to the center’s print engines—many of which are new.
More Bang for the Buck

“Currently, we have both cut-sheet and continuous-feed equipment,” Nee explains. “A little more than a year ago, we purchased six Xerox DocuPrint 525 Continuous Feed Printers, which also required pre- and post-finishing equipment, including cutters.

“Prior to that, our mainstay had always been cut-sheet printers,” Nee recalls. “The continuous-feed printers, however, allow us to reach speeds of up to eight times the speed of any cut-sheet machine we’ve had. Back in July of 2007, we replaced two aging continuous-feed machines with six of these Xerox DocuPrint 525s.”

Nee reports that there’s an untruth often perpetuated in the print industry: That continuous-feed print requires a sacrifice in quality only capable with a cut-sheet engine. “It’s just the opposite,” he confides. “Hands down, the quality of these continuous-feed machines is better, not worse, than the cut-sheet alternatives. We’re getting better quality, because the resolution is better,” he marvels.

“In terms of output, it’s one machine generating the output of eight cut-sheet devices, and that means one operator versus eight operators. When you take that into consideration for three shifts, it’s a huge savings in manpower,” Nee adds. “From a space standpoint, there is no comparison. I’ve gotten economies of scale, and I’ve saved space.”

PNC Global Investment Servicing complemented the continuous-feed printers with Hunkeler pre- and post-processing systems supplied by Xerox partner, Standard Finishing Systems.

The Standard Hunkeler Roll-to-Stack Solution features several key components, including the UW6 Unwind Module, which feeds the media into the print engine. On the back end, the solution features a Hunkeler WM6 slit/merge module and CS6 cutting system that produces clean, accurate cuts at precise angles. Setup and cutting adjustments may be made by operators via a display panel, and dynamic changes in cutting length can be driven automatically based on UP3i barcode data. The CS6 also features an integrated diverter that separates waste from the production output.

Rounding out the Standard Hunkeler Roll-to-Stack Solution is an SE6 Offset Module, which offset stacks the pages on the fly before passing them along to the LS6 Stacker Module.

“Standard Hunkeler pre- and post-processing equipment is ruggedly designed and constructed for 24/7 reliability,” notes Johan Laurent, Standard Hunkeler Business Manager. “This is essential for mission-critical print operations like that of PNC Global Investment Servicing.

“This equipment provides superior rotary cutting for clean, accurate cuts and extremely high-quality stacks for reliable, error-free inserting. Combined with excellent Xerox service support, we’ve ensured that PNC meets their production windows and gets every statement in the mail on time.”

The total solutions—the Xerox print engines complemented by the Standard Hunkeler equipment—have exceeded the print team’s expectations, according to Nee: “With our old printers, we often had problems with the cutters. We had jams and downtime and wasted paper that we simply could not afford. “But from the moment we turned on this new equipment, it worked better than we expected,” he continues. “We were on the lookout for problems with the cutters, but we didn’t experience any.”

In addition, Nee notes that his operation just completed a beta test on a brand new Xerox model—the Xerox DocuPrint 1300 Sedona with a Standard Hunkeler Gen6 Roll-to-Stack system. “My guys fell in love with the new Gen6 Standard Hunkeler equipment, and they wanted to have the latest and greatest in cutters,” Nee explains.

Nee says that there are checks and balances throughout the print-to-mail workflow. “An ADF (Automatic Document Factory) system keeps track of all our jobs,” he explains. “Every job is signed off on by each operator. They sign off on it before forwarding it to our ‘work-release’ managers. They are responsible for a number of things, including making sure that the job has been printed on the right stock and reviewing the quality of the print on the paper. Then it goes to a manager in the insertion department. These are all manual reviews. We have human eyes looking at the work at every step of the process.”

Service Before Price

Though Coleman Nee says he’s perpetually in search of the latest and greatest in print and finishing equipment, there are other factors that weigh more heavily in his technological dilemmas.

“The highest priority for me is service,” he asserts. “We realize that every single piece of equipment that we purchase is going to break down at some point in time. We can accept that. But we need to know that the vendor is going to be there when it does, and proactively get us back up and running.

“Can a piece of equipment fulfill our output needs?” Nee ponders. “We do a tremendous amount of due diligence before we make any purchase—even with existing partners that we may already have some history with. Every single time we purchase a new piece of equipment—for anything that costs more than $50,000—we go out for bid.

“And we may have as many as five bidders vying for the sale... Price is a determining factor, yet it’s not the number-one or number-two factor. Rather, it’s service, capability and then price,” Nee concludes. “It’s all about picking the right partners.”

For more information, visit www.standardregister.com.
As the category leader in color page volume, Xerox offers a range of digital printing solutions that can grow your profits and your customer base. Over half of the world’s color pages are printed on Xerox digital color presses, which is more than twice the nearest competitor. Even the smallest commercial printers have come to rely on us because we offer the broadest...
follow the leader. Xerox digital presses produce pages worldwide. *There’s a new way to look at it.*

portfolio of digital color presses—industry-leading products ranging from the Xerox 700 to the iGen4, with unparalleled image quality. In addition, we offer award-winning service and support, partnering with you every step of the way to help maximize your profit potential. Now is the time to attract more color digital business and watch your profits soar.
According to an InfoTrends Study (“The Future of Direct Mail, 2006”), direct marketing, which is at approximately a 4.5 percent compound annual growth rate (CAGR) is projected to continue this level of growth over the next 10 years. Coincident with the rise in direct marketing is the increase in both print on demand and variable printing, and together, they are slated to account for over 170B color and black-and-white impressions.

The question that marketers and their advertising agencies continue to ask is: What is fueling the steady rise in creation and implementation of what is commonly referred to as one-to-one marketing programs? The answer is: We are. The same InfoTrends study showed that consumers prefer—by twice as much—highly personal messages over mailings with only a name and address. Non-personalized messages were preferred by less than 18 percent of respondents.

Clearly, there is great interest in using personalized communications with relevant text, images and graphics to gain attention, increase readership and, most importantly, evoke action. And now, with the emergence of powerful web-enabled marketing programs and integrated cross-media communications, the worlds of print and electronic media are coming together to generate significant measurable improvement in achieving business objectives.

But how do marketers get started and what are the strategies that must be employed to realize these gains?

The first step in creating and implementing a one-to-one marketing campaign is to realize that there are steps. There are many different types of marketing materials and programs that can be deployed, and understanding the context and complexity of these can dramatically improve your chances of success.

Let’s start at the beginning, or more accurately what could be referred to as “E-Z” personalization. When the landscape of personalized print programs is examined, many involve materials as simple as two-sided, full-color postcards. They can be as “one-to-one” as any other collateral, are economical and can oftentimes break through marketing clutter with clever imagery that is immediately seen by the recipient, in contrast to envelopes hiding your messages. In addition to postcards, there are numerous applications to use personalized content in calendars, newsletters and even sales and marketing materials. Interestingly, although “versioned” marketing materials are usually not thought of as one-to-one, these programs oftentimes lead to more advanced one-to-one programs. So, starting with versioning is a great place to experiment with these programs.

An emerging category of one-to-one marketing can be called “image-intensive communications” and includes applications using more advanced databases, oftentimes relational, and rich VI content. These jobs have images that change for either small groups of recipients or one recipient at a time. Also, they can incorporate special VI capabilities, such as image personalization and data-driven graphics.

The next step up in the one-to-one marketing continuum is web storefronts and custom sites that drive one-to-one marketing programs. The jobs that are driven from these sites can range from very simple ones to those with many variables and rich image content. These sites typically contain additional web capabilities, such as
ordering, credit card processing and invoicing. When evaluating the type of website that you need, there are two main types of these solutions: “off-the-shelf” and custom. The first contains many of the most common features used for these programs. Custom sites use flexible, front-end architectures (i.e. Microsoft .net) connected to a robust back-end VDP engine using APIs.

One-to-one cross-media publishing, the top of the continuum, includes the most robust personalization programs with integrated print, web and email campaigns. Although not always the case, oftentimes these projects involve more complex VI and large production requirements. It is these multi-phase, multi-channel campaigns that fully leverage the response-generating capabilities of using relevant data with high-quality creative in a closed-loop marketing program.

Of great importance is the ability to see—in real time—how well a campaign is working and exactly where it needs refinement. Some cross-media solutions track all events of the campaign, whether print-, web-, email- or even SMS-related. With them, you can create detailed reports, such as a list of those that responded to the call-to-action only after receiving an email. Also, you can track all the variable data and easily dissect populations based on the offer they received and other campaign-specific data. Providers able to show their clients this level of analysis and work with them on refinements for optimum results develop strategic, profitable relationships, which offer a clear competitive advantage.

Here is an example of what one of these campaigns might entail. The initial communication could be a postcard or email with customer-specific personalization based on previous knowledge of the recipient. The call-to-action is a visit to a Response URL (RURL) on the web, which might include a survey that gathers more information about the recipient and includes an offer. The new data is saved back to the database in real-time, and a thank you letter is sent by mail or email. Throughout all of this, marketers are provided with a response tracking dashboard that gives them real-time information on the progress of the campaign in detailed reports, allowing them to adjust content, messaging, the offer or other elements of the campaign, literally on-the-fly.

Solutions that support the creation and implementation of these campaigns have a variety of pros and cons. The most important questions to ask any service provider of these programs are the following:

1. Is the system flexible enough to support design and database edits and additions?
2. Can the system grow as I expand the type and scope of one-to-one marketing campaigns implemented?
3. Does the production management system and print device allow for fast, on-time delivery of high-quality promotional materials?

For marketing, creative service firms and service providers interested in implementing successful one-to-one marketing, the solution can be found in the XMPie variable data publishing suite. This comprehensive solution provides a scalable, flexible platform for creating, implementing and managing any type of one-to-one marketing program along the continuum, including E-Z personalization, image intensive communications, web storefronts and cross-media publishing with extensive response tracking. Unique to XMPie, the cross-media solution ensures that each type of media is fully leveraged and integrated with each other. For example, variable print and web campaigns have no limitations on design and are both driven from the same database. And to ensure high-quality every time, the system is fully compatible with the entire fleet of Xerox digital color and monochrome presses.

One-to-one communications has finally arrived. By using what you know about your customers, and learning more, you can take full advantage of this exciting and powerful marketing strategy to realize—and in many cases exceed—your business objectives.

AN INFOTRENDS STUDY SHOWED THAT CONSUMERS PREFER—BY TWICE AS MUCH—HIGHLY PERSONALIZED MESSAGES OVER MAILINGS WITH ONLY A NAME AND ADDRESS. NON-PERSONALIZED MESSAGES WERE PREFERRED BY LESS THAN 18 PERCENT.

Larry Zusman is currently Manager, Worldwide Marketing, XMPie, Inc., a division of Xerox Corporation. Previously, he has held executive management positions in creative services, corporate and print service provider companies. He speaks around the globe on one-to-one marketing and writes frequently for many publications in the graphic arts industry.
MEETING TODAY’S BUSINESS CHALLENGES HEAD-ON:
Today’s business world is driven by knowledge. Data becomes shared information which then turns into valuable, actionable knowledge faster than ever before. And it all happens in the context of the ever-present challenges to do more with less, get it done faster, more productively and sustainably, all at the same time.

Fortunately, Xerox understands the real-word demands of today’s business environment like no one else. That’s why we’ve created Your New Workplace (www.xerox.com/yournewworkplace) to help businesses like yours address challenges such as:

**Getting Integrated:** How do you integrate and manage all of your technology?

**Being Productive:** How do you do more with less?

**Staying Secure:** How secure is the critical information throughout your entire office network?

**Going Green:** Are you helping the environment or hurting it?

**Looking Colorful:** How can your business stand apart from the crowd?

By bringing people, processes and technology together, Xerox can help you create the ideal solution for the demands of your business today.

**Integrating and Managing Technology**

From laptops, cell phones and PDAs to fax machines, printers and scanners, businesses today must make a wide variety of technologies work together in order to get work done. What’s critical is connecting the right information to the right people at the right time.

**Fact:** A business of about 1,000 employees typically has 150 or more printers (Source: “Why MFPs Matter to IT,” Xerox white paper). And for every dollar that a business spends on its printers, multifunctional devices (MFDs) and other output assets, almost 10 times is spent on soft costs, such as IT support, administration and document management. This adds up quickly with many types of network devices to manage and maintain.

Xerox can help you maximize the technology investments you’ve already made, by identifying existing devices and utilization patterns, determining the optimal mix and configuration of devices, and providing the tools you need to proactively manage your entire print environment. Regardless of manufacturer, Xerox can help you manage your entire print environment, and show how efficiently your resources are being used—to increase productivity, control costs, and get the best return on your investment.

**Doing More with Less**

**Fact:** The average office worker spends up to 45 percent of the day working with documents (according to Xerox). Since labor is the major portion of overhead in most businesses, optimizing the office productivity of employees is critical to controlling costs and improving profitability. Making sure you have the right devices is just the first step. Xerox easy-to-use management tools give users control over their document output, so they can spend less time “chasing paper” and more time focused on your business—meeting your customers’ needs and growing your business.

One reason Xerox technology helps create a more productive workplace is intelligent technology—which brings functionality closer to the end users—so they spend less time getting to the device they need. Such features let users sidestep some of the common frustrating and time-consuming headaches that occur in the office when print jobs are held up. For example, in a busy office environment, where as many as 30 to 40 jobs are in queue at the printer, instead of wasting trips to the printer or making unnecessary reprints, users can check job status from their desktop.

Other examples of intelligent technology include Print-Around capability, which enables a Xerox MFD to bypass one job in favor of the next one in the queue, which keeps the work flowing. FollowMe printing lets users select any device in the workplace and print with document security. Xerox Smart Kits give users the key components to resolve many problems without having to wait for IT or service to
fix the machine. In fact, Smart Kits eliminate the need for a trained technician in up to 40 percent of the cases—maximizing worker productivity. Xerox’s advanced “load-while-run” feature even allows you to keep printing while solid ink is being replenished, again avoiding the interruption of the flow of work.

It’s estimated that the typical IT department spends 15 percent of its time on printer management alone. CentreWare® Web allows IT administrators to remotely manage networked output devices. By avoiding the need for IT to physically go to each location, and by proactively managing supplies and device status, office employees minimize their downtime, while the IT department benefits from improved productivity and profitability.

Fact: A medium-sized business doing $10 million a year spends from $200,000 to $300,000 a year on document-related expenses. (Source: Infotrends, 2004 Document Tracking/Document Assessment Surveys). And as budgets tighten, “doing more with less” translates to “reducing costs.”

Xerox has the expertise and the resources to help you identify your document-related expenses—and then identify opportunities for reducing them. In fact, we’ve helped many companies reduce their annual document-related costs by as much as 30 percent by using our proven processes to assess current costs, track cost management performance and improve cost predictability.

Protecting Information throughout Your Network

With our comprehensive document security approach, we focus on document, device and systems security. Xerox can help you lock down confidential information. We give you the tools you need to restrict access, track usage and protect your data every day.

Capabilities such as Secure Print allow you to maintain control over printed documents, releasing them only after a PIN code is entered. Xerox DocuShare® is an award-winning* software that allows you to centrally store and manage critical business documents from the point of creation. Information is secure and available only to those who are given the appropriate access levels.

Helping to nurture a greener world

At Xerox, we are reducing our greenhouse gas emissions, integrating energy-efficient tools in our facilities, reusing and recycling more. But the real test of our commitment is how we help our customers who are going green in their workplaces.

How can you work smarter, faster and better in ways that are good for your bottom line and good for the environment? Xerox can help you improve energy efficiency through the use of our ENERGY STAR® certified devices. We can also help you reduce waste with products such as Solid Ink, and recycle with programs like Xerox Green World Alliance.

Differentiation—Putting Your Company’s Best Foot Forward

More than ever, companies need to optimize every customer and prospect encounter they have. The quality of your market-facing documents can help differentiate your business and enable you to communicate more persuasively with customers and prospects, portray your brand more consistently, improve customer satisfaction and ultimately, attract more business.

According to a study done by Loyola Marymount University, business communications that use color result in improved brand recognition and sales, more favorable first impressions and fewer errors. But for many companies the enthusiasm about color is tempered by practical concerns over its cost and ease of use.

By making color printing more affordable and flexible, Xerox enables you to present your corporate brand—and with it the capabilities of your company—in the best light possible. With the only devices in the market that deliver up to 2400 x 2400 dpi resolution, the industry’s largest selection of Pantone-matching products, and the first printer to provide color output for the price of black and white, color innovations from Xerox lead the charge in ensuring that affordable high-quality color is a reality in today’s office environment.

Two Xerox color innovations are industry firsts: Solid Ink technology, which provides consistent color from first to last print, and EA toner, which delivers a graphic arts level of image quality while producing sharper, more consistent color prints using less toner.

Tailoring your marketing messages for each recipient using variable data brings greater relevance to your marketing, helping your messages stand apart from the clutter, and can increase response. Xerox’s variable printing solution, XMPlie®, lets you expand your reach with one-to-one marketing campaigns that can include print, e-mail, online and mobile, using variable images, graphics and messages to get the attention of your target audience.

There’s No Better Time

Keeping up with the demands of business today requires new and different approaches than ever before—just as fast as the workplace and business world evolve, we’re developing new technology to help your business keep pace. Driven by a heritage of innovation, we’re always looking forward and using our innovation to develop the new products and solutions that help our customers stay ahead.

The technology and experience to transform your workplace into an environment that helps you meet today’s challenges are here. Visit us and learn more at www.xerox.com/yournewworkplace.

You’re looking at solid ink blocks, a unique color technology that delivers unrivaled print quality with exceptional speed. Another solid reason for choosing us.

Xerox Color. It makes business sense.™

With Xerox solid ink technology, you’re ahead of the curve. Developed for businesses wanting affordable color printing, our blocks of solid ink produce brilliant quality color no matter what you’re printing: reports, charts or graphics. Color quality remains superior no matter what you print on: paper, card, even recycled stock. You get true, beautifully saturated color that’s consistent from first print to last. Best of all, there are no messy cartridges to deal with, so it’s easy to use and maintain, producing 90% less waste.* Solid ink technology is available across a range of Xerox printers and multifunction systems. Every single one gives you solid Xerox advantages: speed, ease of use and quality.

xerox.com/frugalcolor 1-800-ASK-XEROX

© 2009 Xerox Corporation. All rights reserved. Xerox®, the sphere of connectivity design and Xerox Color. It makes business sense are trademarks of Xerox Corporation in the United States and/or other countries. *Compared with a typical laser product.
Auto companies spend countless hours and dollars designing trendsetting new car colors every year to inspire buyers. Print providers then face the challenge of reproducing those cool colors, such as Honda’s “Galaxy Gray Metallic” and Ford’s “Vista Blue Metallic.” Fortunately, when The Jarvis Press, a Dallas-based commercial printer, recently received a job from an auto manufacturer to produce direct mail brochures, it relied on ORIS color-management solutions from CGS Publishing Technologies to precisely match each carefully crafted car colors.

**Xerox and CGS Collaborate**

Last Spring, Xerox Corporation announced that CGS had been approved for distribution within The Xerox Connection. Xerox selected ORIS Press Matcher to integrate with Xerox iGen3 and Xerox DocuColor presses and appointed CGS as a Xerox Business Partner. ORIS Press Matcher enables Xerox users to automatically create high-quality color files for multiple press conditions. Using the advanced color mapping process applied to wide format output (digital printers and digital presses), Xerox customers can produce long-run first prints on a sheet-fed press and short-run reprints on a Xerox digital press.

Using the collaborated solution, Jarvis printed 180,000 four-page folding Memorial Day brochures on their Xerox iGen3 Digital Production Press, and the client was delighted with the quality results. “The piece for Memorial Day had a very patriotic feel to it with flags and cars,” says Cory Sawatzki, Manager of Graphic Technologies at The Jarvis Press. “We’re dealing with a spectrum of colors: reds, whites, blues, greens and gray balances for silvers to best represent what they wanted to do. We were able to use ORIS to calibrate their color to a point where the ad agency was extremely happy with the results. They loved it.”

**Increased Expectations for Digital**

The Jarvis Press was founded in 1951 by Bill Jarvis. It was acquired in 1994 by Consolidated Graphics (CGX), one of the leading general commercial printing companies in North America with 70 printing businesses strategically located across 27 states and in Canada. After five years of operating a Xerox iGen3 digital production press, Jarvis recognized that its customers expected higher quality from digital printing. “Ad agencies today are getting a lot smarter about how they’re dealing with their color management,” says Sawatzki. “They’re educated on what color is and what color standards are. Because of that, you have to be able to offer them a viable and educated solution for color management.

“The level of quality that was starting to be expected from digital was much higher and growing on a daily basis,” adds Sawatzki. “We had to look into a way to lock in color consistency and color quality. We tested a couple of products and found that ORIS was fairly simple to use, was cost-effective and did the job better than most all other systems we found. Simple to use, was cost-effective and did the job better than most all other systems we found.”
Producing High-Quality Consistent Color

The Jarvis Press implemented a color management system that includes ORIS Press Matcher, ORIS Certified Proof and ORIS Color Tuner Pro. ORIS Press Matcher enables Jarvis to produce high-quality consistent and repeatable color on multiple presses—its iGen3, an Epson 9800 inkjet printer and its conventional presses. ORIS Press Matcher produces high-resolution files for any output device by using hot folders to transport and process the files. ORIS Color Tuner Pro enables Jarvis to produce contract quality proofs on its Epson 8900 inkjet printer. And ORIS Certified Proof provides trackable results for all proofs.

The system includes test targets that are color patches printed on the side of the proof. An operator uses handheld spectral measuring devices to scan the target and the software matches the target to color characterization data for SWOP and other standards. An automatic hot folder-based workflow increases efficiency and RIP-ready files increase speeds.

Color Matching Digital with Offset Print

In addition to needing higher quality digital printing, Jarvis needed to match its digital color to its offset presses. The print provider operates three six-color offset 40-inch presses—two with coaters, and a half web. In its digital department, Jarvis printed more than 7.5 million impressions on its iGen3 last year. To handle that volume, the company just installed a Xerox iGen3 90 that outputs to 5,400 full-color impressions per hour.

Time and Paper Savings

With the system calibrating colors based on measurements, Jarvis saves significant operator and press time. It takes about one-fifth the time to calibrate the press and run proofs, says Sawatzki. In addition, by not having to run so many iterations of proofs, the company significantly cuts paper waste.

“ORIS improved our current workflow, it improved how we do things, and we get better quality,” concludes Sawatzki. “The place where it returns itself is in future work. We can sell it. We can go out and say that we’re calibrated as close to G7 or Gracol as we can possibly be on a digital press. We can also sell the fact that we can stay stable: a proof that I show you today will look like something I show you a month from now.”

“AD AGENCIES TODAY ARE GETTING A LOT SMARTER ABOUT HOW THEY’RE DEALING WITH THEIR COLOR MANAGEMENT. THEY’RE EDUCATED ON WHAT COLOR IS AND WHAT COLOR STANDARDS ARE. BECAUSE OF THAT, YOU HAVE TO BE ABLE TO OFFER THEM A Viable AND EDUCATED SOLUTION FOR COLOR MANAGEMENT.”

—Cory Sawatzki, Manager of Graphic Technologies, The Jarvis Press

For more information, visit the Consolidated Graphics website at www.cgx.com.
GUIDING POTENTIAL ADOPTERS THROUGH THE NECESSARY STEPS SO THEY CAN BUILD AND LAUNCH EFFECTIVE TRANSPROMO MARKETING PROGRAMS  

By Scott Baker

Transpromo is more than a different type of document application. It’s a breakthrough marketing platform made possible by a serendipitous set of circumstances: increasing postal costs; multi-channel communications facilitated by cheap bandwidth; lots of web-savvy, mobile-savvy consumers; high-quality, full-color digital printers capable of both high-speed production and low cost; sophisticated VDP software for deep personalization; data tools to leverage business insights from transaction and CRM databases; and in the U.S., the Do Not Call list.

Transpromo communications are a persuasive way to engage customers in a competitive marketplace, but whether you are a service bureau or a marketing professional, this approach may still be unfamiliar territory. The transpromo campaign cycle defines the components of a complete transpromo marketing platform. It serves as a guide that saves time and reduces missteps.

Transpromo is a complex mix of statements, direct marketing, graphic arts, color and more—all combined in one critical communications document. From strategy and planning to response and tracking, from design and composition to digital production, it requires professional skill sets at each stage. Realistically, most people aren’t experts in all areas, so transpromo demands a level of collaboration most applications don’t approach.

In any collaboration, all parties have to understand the goal and what it will take to get there. The challenge for builders of transpromo solutions is to show customers and partners how all the pieces work together. For transpromo teams, the campaign cycle is a roadmap to software, hardware and infrastructure.

Collaboration spreads the workload to the most appropriate resources. However, since no one person is an expert in all stages of transpromo, experienced partners must support key pieces in the process chain. When technology providers and internal resources work together, companies accelerate their transpromo development and spend less time struggling with integration. Companies like GMC Software Technology and Xerox Corporation have worked through every element in the campaign cycle, as they partner to help companies master transpromo strategies.

GMC has unique expertise integrating elements of the transpromo process into compelling ROI-driven applications. GMC PrintNet software has helped some companies generate transaction statements and led others to master sophisticated personalized direct marketing. Now, the GMC composition platform brings both applications together into transpromo workflow.

For example, the transpromo solution fielded by Oniya-Shapira on behalf of a large credit card provider in Israel is a best practice of planning and executing a successful transpromo marketing program. Oniya-Shapira is one of the largest digital color sites in the world, printing over 500,000 full-color pages daily. They specialize in statements and bills for banks, insurance and telecommunications companies. Using GMC PrintNet software, they produce about eight million transpromo statement pages per month.

Marketers know that full-color documents have greater impact than monochrome pieces. As you gain confidence with transpromo statements, you’ll want to add color. Digital printing technologies—both cut sheet and continuous form—offer plenty of choices. Many vendors factor migration paths into their product lines, making it easier to move to the next level as confidence and volume grow.

Transaction documents are the most relevant and personalized of all customer communications. In fact, the transaction document is one of the few vehicles where customers expect to receive and read the documents and messaging. If the goal of enterprise marketing communications is to foster relevant, bi-directional conversations with customers, using the transaction document as a marketing communications platform will become a “no-brainer.”

The big challenge—and the big opportunity—is to guide potential adopters through the necessary collaborative steps so they can build and launch effective transpromo programs. With the transpromo campaign cycle as a road map, and experienced partners as collaborators, transpromo statements can help companies achieve a new level of personalized color communications and market differentiation.

Scott Baker is Vice President, Worldwide Business Development, GMC Software Technology. Contact him at s.baker@gmc.net.
Behind the Scenes at Notre Dame

Xerox Changes the Game

It started as a business relationship: one organization needing a service, the other providing it. When Notre Dame University realized it needed to improve its student print processes and better manage information, it consulted Xerox for a solution. It was then that Jerry Murray, a Notre Dame alum and vice president of product marketing for Xerox production systems, teamed up with a co-worker and fellow Notre Dame alum, to create a student print network.

While Murray and his co-worker were working on the project, they explored new concepts and discovered an opportunity to strengthen the relationship between Xerox and Notre Dame. “Our first effort beyond helping them with the student print network was to look at what Notre Dame stands for and what Xerox stands for,” Murray says. “We thought there were some synergies between the two organizations. Both have a mutual commitment to excellence, globalization and diversity.”

Xerox took a closer look at the university’s programs and saw that the engineering school was trying to increase and retain the number of women in engineering. To support the program’s goals. “We worked with the Xerox Foundation and with the university, and we began providing scholarships on an annual basis,” Murray says. “The relationship started to build.”

Xerox also set up recruitment activities at Notre Dame. Through its career center, Xerox posts job and internship opportunities. “We recruit both engineering and business students from the university,” Murray says.

Beyond working directly with students, Xerox management team members serve on advisory boards at Notre Dame. Mark Enzien, vice president, Platform Development Unit, serves on the Engineering School’s Advisory Board.

Although the relationship is strong today, it took a lot of time and effort to build—it’s a relationship of more than 10 years. “These are things that might not happen when you’re just about business,” Murray says. “It is the power of building partnerships and relationships with the strengths of different organizations.

Notre Dame Alums at Work

After her junior year at Notre Dame, Rebecca Hainley interned at Xerox, working on the Xerox® iGen3® Digital Press—Xerox’s flagship product. Xerox recruited Hainley, a mechanical engineering major, during a visit to the campus.

As a member of Notre Dame’s Society of Women Engineers (SWE-ND), Hainley saw the internship as a great opportunity. She says SWE-ND—sponsored through the Women in Engineering program, the group that actually receives the Xerox scholarships—offers a strong support network, one that follows through at Xerox. “I definitely see women, diversity at Xerox,” she says. “Both my manager and my manager’s manager are female. It’s just good to see women in engineering succeed.”

While interning, Hainley had the opportunity to meet Notre Dame alumni working at Xerox. Annie Fitzpatrick, an engineer in Xerox production systems group, became a mentor.

After working over the summer of 2005, Hainley was offered a position in Rochester. Although she took time to balance other options, she ultimately returned to the same group she interned with as an engineer on the fuser subsystem for the iGen3. “I think having other Notre Dame people around, aside from the educational background, gives you a sense of familiarity,” Hainley says.

Although she works on the process side of a technical group, she’s interested in working on design and structures someday.

In the meantime—Hainley is working on a master’s in mechanical engineering at the Rochester Institute of Technology through Xerox’s graduate studies program.
The United States Postal Service has launched plans to reform the postal system, and the impending changes will affect your mailstream. Many mailers feel they are getting the “shaft” from the USPS because this new barcode requirement is affecting their technology budget, legacy systems, business applications, document creation, letter head, envelope supplies and much more. In actuality, the Intelligent Mail Barcode (IMB) offers more than savings for mailers who take advantage of its intelligence. We’ll explore the paths to change and the benefits of snail mail with digital power. Making the right decisions now about IMB is the smart thing to do and can be a “Gold Mine” for mailers.

What is the IMB? The USPS, in an attempt to control costs and increase services, has introduced the Intelligent Mail Barcode. The IMB is a data rich barcode that allows for greater visibility into the mailstream. The IMB will be available for mailers seeking postal discounts beginning May 2009 with the postal service announcing a rate split between the two options in the fall of 2009. The “Full” service option requires the IMB to be applied to all mailpieces, trays and the submission of electronic mail documentation. While “Full” service IMB presents challenges to mailers, the savings and intelligence provides many great benefits. While “Basic” service IMB is only applied on the mailpiece and requires less involvement and minimal effort to implement, it offers less intelligence and eventually fewer savings.
What are the paths to change? There are four basic paths to choose from in order to implement the IMB, a process that starts by evaluating your current situation.

1. **Legacy Integration** —Legacy systems with the ability to integrate software capable of producing the IMB as part of legacy data would provide the maximum IMB benefits. This would require software that could read data, certify the mailing using CASS and PAVE technology, and apply the IMB barcode. The advantage to leveraging IMB technology at this point in your mailstream is the ability to use the full range of intelligence offered with the IMB. So what are the advantages of IMB implementation at this point in the mailer’s process? Integrity of data allows for fewer mistakes in barcoding. Address corrections are easier with electronic address change service called OneCode ACS, and the USPS will provide address corrections free of charge for the first two notices of any name and address. Visibility into the mailstream makes it easier for mailers to track and trace mailpieces and predict delivery, decrease cost and improve customer service and loyalty. TransPromo opportunities like combining an organization’s regular transactional documents with promotional messages exist at the legacy integration level along with the opportunity to target promotional messaging to customer’s specific taste by using information from customer databases to do selective inserting based on their past transaction histories. When the software used to implement the IMB also allows for mailbox redesign, mailers have the ability to take advantage of specific TransPromo marketing messages applied to all or certain mailpieces and selective inserting into mailpieces. Marketing can see when mailpieces have been delivered allowing them to measure company performance, plan better follow-up activities and see when business reply mail cards are being returned in the mail.

2. **Print Stream Integration** —Print stream integration happens as data is being sent to the print engine. Software can be used to read data, certify the mailing using CASS and PAVE technology and apply the IMB barcode. The advantage is no change to data application is required and implementation takes place on the production line with fewer IT resources. However, since this data is sent to the print engine, there is little or no visibility into the mailstream and no TransPromo opportunities.

3. **Multi-Line Optical Character Readers (MLOCR)** —MLOCR may be an option for mailers who cannot change legacy systems or integrate with software. With MLOCR, which are high-tech scanner and sorters, mailers are able to have their data read, certify the mailing using CASS and PAVE technology and spray the IMB barcode directly onto the envelope. The advantage is no change to data applications, and the entire process is handled at one point within the production cycle. But there are disadvantages to this solution: since you will be limited to the “Basic” service IMB option, you will have no visibility into the mailstream for trace and tracking purposes, no selective inserting or TransPromo opportunities and little or no savings.

4. **Outsourcing** —Outsourcing your statements to a third-party vendor may also comply with the IMB requirements. Many outsource companies today have the ability to pick up your outgoing mail, read and validate the address, spray on the barcode, sort the mailing into the correct trays and deliver to the post office. The main benefits are: easy to comply with the USPS IMB requirement, no new equipment, and no employee or IT resources involved. Disadvantages are: mailers lose control of their mail, limited to the “Basic” service IMB option, no visibility of mail into the mailstream, no Transpromo opportunities exists, and little or no savings.

“INTELLIGENT MAIL IS LIKE HAVING A GPS SYSTEM FOR MAIL.” —**Postmaster General John E. Potter**

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**Snail Mail with Digital Power**

“Intelligent Mail is like having a GPS system for mail,” says Postmaster General John E. Potter, (http://www.usps.com/mailpro/2007/janfeb/page11.htm). The “Full” service IMB option is “Snail Mail with Digital Power,” which provides mailers with address correction service (OneCode ACS), better delivery rates, visibility into the mailstream, delivery confirmation, allows for track and trace of lost mailpieces and helps to prevent fraud. Mailers will also be able to cut costs not only in postage savings but in regeneration and mailing of statements still in USPS transit. Transpromo opportunities available with “Full” service IMB at the legacy integration phase gives mailers a way to send very personalized targeted messages that match their specific taste and buying habits. This has been proven to increase sales, customer loyalty, and satisfaction.

The “Full” service IMB option will definitely be the best option for most mailers wanting to receive the maximum amount in postal discounts and take full advantage of its intelligence. Proper planning can be a “Gold Mine” of benefits for mailers who realize the opportunity to get on board now by implementing the IMB rather than suffer the “shaft” from their indifference.

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In a world of increasing automation, companies are constantly developing newer, faster, better ways to provide higher quality and more valuable solutions for their customers. Customers are becoming more and more technologically savvy, demanding exceptional quality while wanting it faster and for a reasonable price. Customers are looking not just for products, but for solutions to improve the productivity of their product. Solutions require interdependencies and interaction of products from varied vendors. In most cases, companies do not achieve this success in innovation and increasing delivery of quality by themselves. It is often the efforts by more than one company that provide maximum impact and the most value.

This is the case with Xerox Corporation and X-Rite/Pantone. Two companies that have the “X factor” that makes them great apart, but even better when leveraging their respective technologies and core competencies. Each have unique offerings and core strengths that, when combined, deliver a superior solution for the customer, not only meeting their needs, but exceeding them. Xerox’s strength resides in the delivery of quality digital printing, leading the way in digital printing innovation. X-Rite/Pantone, the leader in color management and color control, provides the solutions needed to deliver precise color, accurately and seamlessly.

Managing Spot Colors

Customers of digital printing expressed a degree of importance in matching PANTONE MATCHING SYSTEM Colors. To maintain their fidelity, Pantone, Inc., a wholly-owned subsidiary of X-Rite, has worked with Xerox for years to ensure that Xerox digital printing systems provide optimal color output of PANTONE MATCHING SYSTEM Colors. Many of these solid PANTONE Colors designed for traditional offset printing can be difficult, if not impossible, to match in CMYK since their gamut lies beyond the range capable in CMYK.
In May of 2008, at the request of Pantone customers, the GoeGuide and GoeSticks were introduced on uncoated stock. Additional implementations include:

- Goe Color libraries were added to the PANTONE Color Cue 2.1, a portable handheld device that lets you click on any color that inspires you and match to a PANTONE Color.
- Their ink formulations were added to PANTONE formula scale 3 for measuring the exact proportions of inks to print a Goe Color.
- Coated and uncoated libraries were added to PANTONE ColorMunki Create. ColorMunki Create software provides tools to create, manage, search, verify and share color palettes while enabling accurate color viewing with the included monitor calibrator. ColorMunki Design includes an innovative and versatile device that measures color and performs monitor calibration and printer profiling.

To solve this problem, many Xerox color output devices are Pantone-licensed. This means customers can trust that the PANTONE Color they select will be reproduced with the highest degree of accuracy possible. Pantone-licensed Xerox digital presses enable optimal color renderings of 1,089 solid PANTONE Colors through the use of expertly tuned PANTONE Color Lookup Tables (LUT) engineered by the color specialists at Pantone. The LUT is a specially created set of optimized color data based on press specifications, such as driver/RIP, device settings, ink set, color engine and paper stock.

Since each specific color is individually visually evaluated and adjusted, Pantone can assure the best possible match under the specific printing conditions used for each device. This Pantone-licensed process means you obtain the most accurate and consistent color reproduction of solid PANTONE Colors that is technically possible.

The PANTONE Goe System

While Xerox was engineering the iGen4, Pantone was busy developing a new color system. In September 2007, Pantone introduced the PANTONE Goe System of 2,058 spot colors in fan guide and chip format printed on coated paper. This new spot color system combines the best features of the vintage 45 year-old PANTONE MATCHING SYSTEM with advanced features that address the printing needs of today and those of the future. The number of colors in the Goe System is nearly double the 1,114 contained in the PANTONE MATCHING SYSTEM. When used together, the two systems offer designers 3,172 solid color choices. Goe Colors are chromatically arranged by color family, have a unique naming convention and are printed with uniform ink film thickness to support simplified color matching on a traditional press.

The portable fan GoeGuide makes it easy to select and communicate Goe Colors worldwide. The two-volume GoeSticks provide the colors in the world-renown chip format, but with the added efficiency of adhesive backing that eliminates perforation tabs and keeps the host page intact. A miniature contract when supplied with a job, a chip will ensure designer and printer are in sync with color expectations. Helpful design tools supplied with GoeSticks include a palette playground for experimenting with color palettes and palette cards for sharing them with clients, printers and other stakeholders. Products are available individually or ship in the award-winning GoeCube storage and display case when purchased as a complete system.

Since the introduction of Goe, continual partnerships and developments have occurred to satisfy customer needs. From ink and software manufacturers to manufacturers of color output devices like Xerox, an entire network has evolved to support the Goe System. To enable color selection within Adobe Creative Suite products, Pantone has developed a Goe digital color library download available free at www.pantone.com/goe. A simple install makes selecting Goe Colors as easy as selecting color from any other color library.

But with all this, one question still loomed large. How will the Goe spot colors print in four-color process? To answer this question, Pantone has now introduced to market the PANTONE GoeBridge coated guide. From this single guide, users can select and specify the 2,058 solid Goe Colors, view them next to their CMYK equivalents complete with screen tint percentages, and apply the sRGB and HTML data provided to optimize viewing of the solid Goe Colors on-screen and the web. The guide eliminates uncertainty and sets critical color expectations regarding what is achievable and what is not in process printing.

THE “X FACTOR”

*Great apart, but even better when leveraging their respective technologies and core competencies*

**XEROX CORPORATION**—leading the way in digital printing innovation

**X-RITE/PANTONE**—the leader in color management and color control

Goe Xerox

Xerox and X-Rite/Pantone know that color fidelity matters to you. The Xerox iGen4 will shortly support both the PANTONE Goe and PANTONE MATCHING SYSTEM. This technology convergence of the iGen4 and PANTONE Color Systems will deliver a new world of color options. Look for additional iGen4 color specification tools coming soon.

For more information, please visit www.pantone.com.
XEROX TECHNOLOGY HELPS ENTICE CAR BUYERS WITH CUSTOMIZED DIRECT-MAIL PIECES

Company adds three Xerox® iGen4™ Presses to meet high color quality standards and tight turnaround demands.

Increased attention on the auto industry and a tight economy has car buyers scrutinizing purchasing decisions more than ever before. Aspen Marketing, the largest privately-held marketing services firm in the U.S., is using Xerox digital technology to help dealerships increase floor traffic and promote client loyalty through personalized direct-marketing materials such as postcards, letters and invitations.

To quickly create these high-quality marketing pieces, Aspen Marketing operates a digital fleet of nine Xerox devices including three Xerox iGen4 Presses and six DocuTech® Highlight Color Systems. The company also uses Xerox FreeFlow® Web Services, powered by Press-sense, to streamline its online order submission process.

The iGen4 press delivers precise color matching critical to the firm’s client base of several thousand automobile dealerships and several OEM’s (GM, Kia, Nissan, Infinity, and VW) who look to Aspen Marketing to consistently maintain the integrity of corporate brands.
Aspen Marketing also helps its automobile clients foster customer loyalty through its proprietary SmartTouch 2.0 program. The program uses variable data software and Xerox digital printing technology to create direct-mail pieces for scheduled services such as maintenance appointments and oil changes. The customized communications contain tailored information such as customer data, recent service appointments and images including vehicle models.

The company also uses its digitally-produced, direct-to-consumer communications for several Fortune 100 companies. For the diagnostics division of Roche, Aspen Marketing produces a weekly mailing that reiterates key elements of a service call. This mailing requires 700 document versions impacting 42 unique mail package versions.

With more than 800 employees nationwide, Aspen Marketing offers an extensive array of integrated capabilities including advanced data analytics, strategic planning, digital interactive, social marketing, direct marketing, experiential marketing and promotional products to their clients in the automotive, telecommunications, pharmaceutical and financial services industries.

“With the Xerox® iGen4™ Press, I can turn around a direct-mail piece in the same day that the order was placed. We couldn’t do that without digital printing technology.”

—Patrick J. O’Rahilly
President and CEO
Aspen Marketing

For more information, please visit www.AspenMS.com
DUPLO COLOR FINISHERS ACCOUNT FOR 50 PERCENT INCREASE IN DIRECT MARKETER’S “DIGITAL CELL” PRODUCTIVITY  

By Mari Ikeda

Operating under parent company Tenenz, Inc.’s umbrella, subsidiaries Tax-Aid and HG Forms provide over 1,700 different products directed to small- and medium-sized tax and accounting firms. Produced mostly in-house, up to 50 percent of their product offerings are customized with a firm’s contact information. Owned by long-time partners Robert Tenner and Steve Enzler, Tenenz has succeeded in growing their business through the years by focusing on expanding their corporate capabilities by acquiring other companies within their vertical market. In addition to Tax-Aid and HG Forms, Tenenz recently purchased a local company whose primary focus was full-color business card, brochure, flyer, and postcard printing. Traditionally an offset printer producing the products they sell, Tenenz began looking into the digital printing arena as their product offerings became more diverse. Doing a great deal of very short-run customization jobs, in particular variable data newsletters, was what really got the ball rolling towards going digital. With a digital color production press but with no digital finishing capabilities, the company quickly experienced a bottleneck in their workflow.

Apart from Tenenz’s core business in producing tax and accounting products such as worksheets, forms, and presentation materials, typical applications include short-run business cards, postcards, newsletters and folders. With orders of customized newsletters, business cards and postcards increasing yet with no digital finishing
capabilities, jobs had to be finished on a cutter in a separate bindery department, thus creating delays in order processing. Chad Yancey, Operations Manager at Tenenz states, “Our finishing process was very inefficient due to the fact that products had to be removed from our digital press and carted across the warehouse to the bindery department to be cut on our POLAR cutter—and then back to the digital area to be packaged and shipped.” This process proved to be very time-consuming and, in turn, wasted valuable profits.

Out looking for UV coating capabilities to offer value-added services to their clients, Tenenz happened to visit a particular company with UV equipment who was also running not one, but four Duplo DC-645 Slitter/Cutter/Creasers. So impressed with the DC-645, Tenenz placed an order for one within a few days. Printing thousands of business cards daily, a solution for slitting them efficiently was needed. The DC-645 produces professional quality, full-bleed applications by slitting, cutting and creasing digitally printed documents in a single pass. It has the ability to read printed images and automatically adjust and compensate for the common problem of image shift. It slits, cuts and creases documents in precisely the right place around the image every time, reducing waste and ensuring high quality and optimum productivity. For creasing, the DC-645 uses a channel creaser method versus a scoring method which uses a roller wheel. With a heavy duty cycle and the ability to manage heavier substrates (up to 350 gsm) and larger sheet sizes, the DC-645 has the first and only ultrasonic double detection sensor in the market, a reject tray, and is capable of cutting full-bleed, 30-up business cards on a 14-inch x 20-inch sheet size with an optional business card module.

For their UV coating needs, Tenenz decided to purchase Duplo’s Ultra 205A UV Coater. The Ultra 205A is a fully automatic, user-friendly coater which cost-effectively adds high-quality, gloss, or satin finishes to an array of digitally printed documents up to 20-inch wide. Since Tenenz produces customized folder applications for their tax and accounting clients, they chose this larger format 20-inch model to UV coat the folders. “Obviously when you are UV coating something, it makes the product look 10 times better. After looking at several UV coaters, the small footprint of the Ultra 205A what really appealed to our company,” states Yancey. At just over eight-feet long, the Ultra 205A is very compact and portable compared to other coaters they considered, some as long as 30 feet. CE certified and UL pending, the Ultra 205A has several efficiency enhancing features such as a large LCD touch screen panel capable of storing up to 50 jobs in memory, a metering roller speed adjustment which evenly sets the level of coating required, and a built-in self cleaning system which readies the coater for shutdown in less than five minutes ensuring post-production work is greatly reduced.

“We are very satisfied with the functions and ease-of-use of the Duplo equipment; they are very user-friendly. The training process was very minimal, maybe an hour on the Ultra 205A and DC-645,” states Yancey. With their digital color production press, DC-645 Slitter/Cutter/Crasser, and Ultra 205A UV Coater, Tenenz’s close-knit, digital cell was up and efficiently running with one staff member capable of operating all functions and equipment within that cell. Finishing of business cards and postcards has drastically improved since acquiring the DC-645. They have doubled their business card finishing volume within an eight-hour shift. With new UV coating capabilities, Tenenz is also able to offer this value-added service on their finished pieces, making them significantly more attractive, as well as protecting them from fingerprints and scratching. “All our Duplo equipment has exceeded our expectations. I think we have seen our production output increase by approximately 50 percent since creating our digital cell with the Duplo equipment,” says Yancey.

Service support on Duplo equipment has also been a very positive experience for Tenenz. “If you have a piece of equipment you cannot operate or can’t learn to operate, you have downtime, and that’s a huge problem. Our Duplo Dealer, American Office Systems, has been a wonderful partner and has always been very helpful and responsive to our needs. Obviously nothing is going to work perfectly all the time, but if we’ve had any service issues on our equipment, they’re always on top of it and out here right away,” comments Yancey.

For more information, please visit www.duplousa.com.

A NICKNAME USED AT TENENZ, INC., THE “DIGITAL CELL” IS THE HIGHLY EFFICIENT AND COMPACT, DIGITAL PRINTING AND FINISHING UNIT WITHIN THE COMPANY, WHICH PRODUCES CUSTOMIZED NEWSLETTERS, BUSINESS CARDS, POSTCARDS AND SPECIALTY PRODUCTS FOR THE TAX AND ACCOUNTING INDUSTRIES.
Notre Dame

TRADITION

BY THE NUMBERS

11 National Championships
  most of any school

831 All-Time Victories
  second-most in college football

.736 All-Time Win Percentage
  second highest in college football

7 Heisman Trophy Winners
  most of any school

29 Bowl Games
  BCS appearances in two of the last four years

79 Consensus All-Americans
  most in college football

43 College Football Hall of Famers
  most of any school

462 All-Time NFL Draft Picks
  most of any school
Personalized messages could boost your response rate by as much as 44%, and combined with color, you could see a jump as high as 135% over black & white. To put this kind of power into your communications, you need Xerox digital color technology. It turns variable data into targeted 1-to-1 messages with speed and accuracy. Color is always vibrant and attention-getting. What’s more, Xerox digital color presses handle all kinds of stock and stock sizes without losing speed. So you stay on time and on budget. To accomplish all this, ask your print provider about Xerox color technology. We’ll put you right on target.
In business there’s one thing that remains constant. Change. If you want to keep the pace, only the best document solutions, services and equipment will do. Work in an office? Consider adding multifunction devices to get more done in less space. Run a print shop? Xerox workflow, business development and technology solutions can boost your productivity and profitability. Or maybe your enterprise needs document outsourcing services, so you can focus on what you do best. Whatever your game, we have you covered.