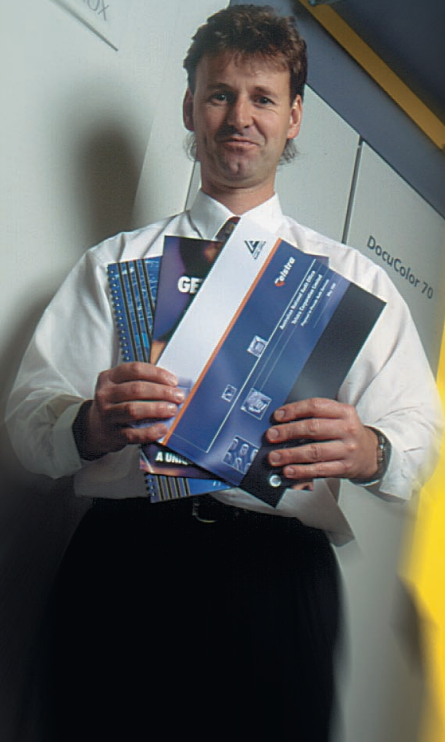


A NEW APPROACH FOR A NEW SERVICE



PRINT

CASE STUDY

CHERRY



Moving into digital print means special services for a Victorian printer

Cherry Print is a bit of a go getter, with an enthusiasm for tackling the traditional print industry somewhat differently. Not only is it the first Victorian printery to install a waterless offset press, it is also the first to install a **Xerox DocuColor 70**.

Cherry Print is one of the first Australian businesses to enrol in Fuji Xerox's **D-Print Services**, a support and education network of printing industry professionals.

According to **Ashley Tomlin**, managing director, Cherry Print, the installation of the new Xerox DocuColor 70 prompted the step. *"It wasn't enough to have a digital press. We needed to know how to sell the benefits of digital print to our customers."*

"Digital printing, particularly variable data, is a long term investment - the results aren't going to flood in overnight. D-Print Services offers the continuous support required."

At your service

D-Print Services includes marketing analysis, training and sales workshops, human resource management and business advisory reviews.

THE SUPPORT WE RECEIVED HELPED US DEVELOP DIGITAL PRINT APPLICATIONS THAT OUR CUSTOMERS WERE INTERESTED IN

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“The support we received helped us develop digital print applications that our customers were interested in,” said Tomlin. D-Print Services partner, **Bright Marketing**, helped Cherry Print locate a suitable new sales person to sell digital print. Not only did its staff assist in writing the job description, they also advised on the interview process.

“Bright Marketing also helped install a database. Previously we didn’t have any recording methods in place to track our clients and prospects. Now it is in place we can carry out direct mail promotions from the data,” explained Tomlin.

Benefits to the whole business

The sales workshops have also made an impression, not only in digital print, but across the business as a whole.

“Cherry Print has some unique services to sell: digital variable print, waterless, prepress, and print management. We just needed to market all these benefits correctly.”

“Now, overall, more potential leads are converting to sales, and that is due to the added training our sales staff have received.”

Fuji Xerox Australia production colour business manager, **Anthony Jackson**, said companies like Cherry Print who use D-Print Services are moving from being print providers to communication providers.

“With technology like the Xerox DocuColor 70 and D-Print, users can offer clients printed materials that really get the message across. It is no longer about just printing. It is about communicating more meaningfully with your audience.”

For more information call 1 800 655 070 OR email info@fujixerox.com.au OR www.fujixerox.com.au/production
Fuji Xerox Australia Pty. Limited. 101 Waterloo Road, North Ryde, NSW 2113. Tel 02 9856 5362. Fax 02 9856 5006
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