

THE DOCUMENT COMPANY
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Press Release
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PRINT TO POST



Print To Post installs
new **DocuColor 6060**
with **VIPP** and **Darwin Desktop**

New equipment positions Print To Post at the forefront of the variable data colour printing market.

In a move to gain a leading edge in the variable colour market, direct marketing mailhouse Print To Post has installed a brand new DocuColor 6060 digital colour press along with VariColor software solutions VIPP and Darwin Desktop.

Print To Post is located in Brookvale on Sydney's Northern Beaches and is a mailhouse specialising in boutique applications for innovative direct marketing work including laser printing, envelope inserting, short-run book printing and fulfilment.

According to Print To Post's Managing Director Max Decia, the decision to go with the DocuColor 6060 came after he recognised the ever-increasing demand for colour variable data printing, which is encompassed in Fuji Xerox Australia's VariColor brand campaign. VariColor comprises Fuji Xerox's variable data software products (including Printshop Mail, Darwin Desktop, VIPP and Autograph) and embodies the positive impacts that combining personalised communication and high quality colour can have on response rates and customer retention.

The DocuColor 6060 'Fits The Bill' For Print To Post

"Print To Post has been searching for a solution for over five years and nothing came close to the DocuColor 6060," continued Decia.

"The DocuColor 6060 is perfect for full colour variable data printing and the flexibility that it delivers is tremendous, allowing us to throughput a variety of paper stocks and giving us more scope to tackle new and innovative applications in the future."

As for the quality of the colour produced by the DocuColor 6060, Decia described it as "at the very top end of the scale".

"The DocuColor 6060 really is the total solution for today's variable data market – delivering high speeds with fantastic, high-quality colour."

Adding to Print To Post's strength in the variable data colour market is the installation of Fuji Xerox Australia's VariColor software solutions VIPP and Darwin Desktop. VIPP, a PC based solution, and Macintosh-driven Darwin Desktop allow Print To Post to combine the features and speed of the DocuColor 6060 with variable data to enable the creation of powerful documents by integrating text, full colour and data-driven graphics.

"The integration of VIPP and Darwin Desktop will allow us to be totally versatile in the marketplace, covering a broad range of applications by utilising PC and Macintosh based solutions. Having VIPP and Darwin will also eliminate a lot of production issues that we used to experience like font problems," added Decia.

"The variable colour market is currently in its infancy, with huge growth expectations predicted to occur in the next couple of years. The DocuColor 6060 paired with VIPP and Darwin Desktop is the perfect package to penetrate the growing variable colour market and give Print To Post a leading edge."

About Fuji Xerox Australia

Fuji Xerox Australia markets Xerox products, solutions and services throughout Australia. Xerox's mission is to be the leader in the global document management market, providing solutions that provide a bridge between the paper and digital worlds and enhance business productivity through the sharing of knowledge. For further information about Fuji Xerox, please visit www.fujixerox.com.au

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