

WISE USE OF SYSTEM SHOWS PROOF

THE
DOCUMENT
COMPANY
FUJI XEROX

CASE STUDY



What started off as a colour proofing service for graphic designers has expanded into a short-run digital print market with successful variable data applications for one Victorian business.

Director of Copywise, Justin Urwin, originally installed a Xerox DocuColor 4040 digital colour press to meet the demands of designers on tight deadlines.

"The key to our success with digital colour has been our graphic design department. Almost anyone can run off a digital print, but it is the expertise and the design know-how that makes our service a little different."

He added that graphic design customers who use the **Xerox DocuColor 4040** at Copywise appreciate the empathy from the staff.

"We know what it is like to need a proof quickly; our design staff have worked in the industry

COPYWISE

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and know the deadlines that are at stake. Customers also appreciate being able to call up and know there is someone proficient to discuss file formats, font substitution or RIPs with."

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Business beyond proof

The Xerox DocuColor 4040 digital press has also allowed the business to explore other revenue streams, including a popular request - short-run colour business cards.

"We run heavier stock through the machine without a problem and the jobs come up beautifully. Not everyone wants to buy business cards by the thousand, which is what you have to do with offset. We provide an economical alternative."

Unwin attributes his success in the short-run digital colour market to a willingness to market the service that little bit differently.

"Selling digital print can be hard work and sometimes it is hard to refrain from selling on

quantity. But the benefits really lie in the value-add the service can offer.

"We point out the benefits to a lot of customers who would never have thought of choosing digital colour. For example, we do a lot of work printing short-run test market brochures.

"After a run of a hundred the client decides if the test market has been a success and, if yes, goes on to produce larger numbers in offset."

Variation on an old theme

Copywise has also made use of the DocuColor 4040 variable print capabilities to improve one client's printed communication.

The local boutique had been sending out invites to customers about sales evenings and the most successful response had been 20 from 1141 invites. Copywise took the database, personalised each invite, printed it in four colour using the DocuColor 4040, and the response rate increased to 370.

"The client was delighted," said Urwin. "There are plans for the boutique to expand its database so some more in depth applications can be developed."

For more information call 1 800 655 070 OR email info@fujixerox.com.au OR www.fujixerox.com.au/production
Fuji Xerox Australia Pty Ltd, Bays 6 & 7, Australian Technology Park, Eveleigh NSW 1430 (02) 9469 2300
A.C.N. 000341819

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