

Xerox is a global leader in document services. For more information about Xerox solutions, contact your local Xerox representative or call 1-800 ASK XEROX in the U.S. or Canada. You can also visit us at www.xerox.com.

XEROX®

Technology | Document Management | Consulting Services

Case Study

Results
you can
measure.

Excellent Image Quality

The consensus was that the Xerox iGen3® Digital Production Press delivered quality that was nearly indistinguishable from offset, with clarity for even small type and great color consistency. Among the more challenging achievements: delivering duotone photos with process color, an effect that is usually done with two colors.

Reaching Creatives

For Copy General, the project delivered visibility with the area's leading advertising and design agencies, an important target for work on its new iGen3®. The project and resulting book sample are helping Copy General prove to area designers and agencies that digital color presses are ready for the most demanding design pieces.

More Accurate Proofing

Color proofs were printed on the same press and paper as the production run, so the design team was confident that the printed piece would look like the approved proof. The final proof copies were actual samples of complete, perfect-bound books.

Fast Turnarounds

Turnarounds were much faster than on traditional printing and proofing, a critical benefit for keeping the project on schedule.

Affordable Short Runs

Prior to the first production run, Copy General produced about a dozen preview copies for use at a conference, a capability that is not economical in traditional printing.

Award-Winning Design

The book's design and photography won a 2004 merit award in the same Art Directors Club of Metropolitan Washington awards program it showcased the previous year. It also won a Gold Award as the top entry in the Digital Books and Manuals category of the 2004 Printing Innovation with Xerox Imaging Awards recognizing excellence and innovation in digital printing.

Developing New Business

Since completing the book, Copy General has worked with several agency and designer contacts developed from the project, including J.R. Melvin.

Art Directors Club of
Metropolitan Washington
showcases 2003 Awards
with book printed digitally
by Copy General on
Xerox iGen3® Digital
Production Press.



The Art Directors Club of Metropolitan Washington

The Art Directors Club of Metropolitan Washington is a non-profit organization dedicated to advocating professionalism in the field of visual communications. The club was formed in 1953.

Web site: www.adcmw.org

Copy General Corporation

Copy General Corporation, with headquarters in the Washington, D.C. metropolitan area, provides copying and finishing, and digital print-on-demand solutions from 28 locations around the world. The company was founded in 1979.

Web site: www.copygeneral.com

COPY GENERAL®
The digital printing experts★

The Challenge

1

“As a non-profit organization, we need to accept offers of free services. But I had never worked with a digital press before.”

J.R. Melvin, President, Art Directors Club of Metropolitan Washington



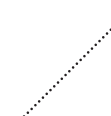
Each year, the Art Directors Club of Metropolitan Washington runs an awards competition and publishes a book that reproduces the winning work. As a non-profit organization, the club seeks volunteers to produce the book at no cost. Copy General had recently acquired its first press for printing sophisticated, full-color designs, the Xerox iGen3® Digital Production Press, and needed to build its presence among advertising and design agencies, which accounted for less than 10 percent of its business. Copy General offered to print the book free of charge, and Xerox offered to donate paper and supplies. Art Directors Club president J.R. Melvin had limited experience with digital presses, but based partly upon iGen3 print samples, he accepted the offer.

The Solution

2

“This is a prestigious product that has been done by the flagship printers in the area. What a statement this makes to the design world.”

Ken Chaletzky, President, Copy General



The book was created with a complete digital workflow, from design to production. Matt Thomas of Bussolati Associates created the design and print file in QuarkXPress®, using Adobe® Photoshop® and Adobe Illustrator®. Copy and placement proofing was done with Adobe PDF files, and color proofing with actual iGen3® print samples on the actual paper: Xerox Silk 100 pound Text and Cover. Several colors proved challenging but achievable on the iGen3® with Xerox DocuSP™ controller, including the sepia-like duotone photographs of the club's executives. The final proof was a complete book, perfect bound off line on a Horizon BQ-270. Several production runs over the course of several weeks delivered a total of 5,000 120-page books, including about a dozen preview books.

The Benefit

3

“People looked at it and loved it. When I told them it was printed digitally, they had to take a second look.”

Ken Chaletzky, President, Copy General



The club members and award winners were very complimentary in their praise of the book's high quality—a viewpoint that was reinforced by its selection for a merit award in the 2003 competition. For Copy General, the project provided excellent exposure among advertising and design agencies, some of whom have continued to work with them. The book is a powerful sample for both Copy General and Bussolati Associates, Inc. Fast turnarounds for proofing and printing helped keep the project on schedule; on-press proofs ensured accuracy and instilled confidence that the design intent was being achieved. The convenience and low cost of short runs permitted Copy General to produce a dozen preview copies ahead of schedule for an industry conference.