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Case Study

Results
you can
measure.

Productivity Up, Costs Down

High-speed digital printing on the Xerox 495 has improved RPM productivity by nearly 400 percent, while delivering long-run operating costs that are about half of what they would be on cut-sheet printers.

Excellent Image Quality

“Our publishing customers say the 495’s image quality is excellent, better than competitive continuous feed printers,” said RPM’s Jonathan Harry.

“Contributing to the excellent quality are the 495’s flash-fusing technology, small-particle toner, 600 dots-per-inch resolution, and the Solimar system, which boosts image quality, particularly on halftones,” Harry added.

Workflow Flexibility

With the easy-to-use Solimar system enabling printing of high-quality, industry-standard

PDF files on the Xerox 495 printer, RPM gains flexibility to work with most customers’ applications and avoids the complexities and expense of programming or making manual adjustments to accommodate non-native data streams.

Entering New Markets

With the Xerox 495, RPM has aggressively entered the long-run print market for book quantities of about 400 or more (80,000 or more pages). About 80 percent of the system’s volume is new business, mostly books and journals, which have grown from 2 percent to 10 percent of RPM’s overall business. RPM is now developing a self-publishing service that provides full author support from editorial and design to marketing services. RPM also

produces training manuals and bound reports on the Xerox 495, and the company is testing light papers (50 g/m²) for academic journals. Possible future applications include transactional documents and police authority tickets. Xerox has helped nurture the new business with counsel and expert presentations at RPM events for publishers.

Single-Source Provider

High-speed digital printing on the Xerox 495 solution permits RPM to meet all of its customers’ high-quality print requirements, regardless of the print run length. Customers benefit from a streamlined print-buying process with a single-source provider, and RPM benefits from the incremental revenue.

RPM Print & Design relies on the **Xerox 495™ Continuous Feed Duplex Printer** to dramatically boost print productivity and expand its market share.



RPM Print & Design Ltd.

RPM Print & Design is one of the leading print service bureaus in the United Kingdom. Based in Chichester, West Sussex, RPM produces books, business stationery, auction catalogues, educational and conference materials, brochures, and other print-based applications—offering creative design services and marketing expertise. Founded in 1975, the privately held firm has 44 employees and is a member of the Xerox Graphic Arts Premier Partners of leading Xerox digital print providers.

Website:

www.rpm-repro.co.uk



The Challenge

1

“We wanted to get into the long-run market, but only if we could deliver the type of high-quality print products that our customers expected from us.”

Jonathan Harry, Managing Director, RPM Print & Design



Over the years, RPM Print & Design’s growth was primarily driven by its success in short- and medium-run printing, using Xerox cut-sheet printers. However, many of RPM’s customers also had long-run print requirements, which RPM couldn’t service. To capture that incremental growth—and attract new, longer-run business—the company investigated high-volume continuous feed print solutions. But RPM was consistently disappointed with their output quality, particularly on halftones, and their inability to print PDF files, as required by many of RPM’s targets. For RPM, finding a digital print solution to accept PDF files and deliver advanced image quality at high speeds remained an obstacle to entering the long-run market and achieving its growth targets.

The Solution

2

“What really impressed us about the Xerox 495™ solution is the superior image quality and speed it delivers.”

Jonathan Harry, Managing Director, RPM Print & Design



After considerable research, in 2006, RPM acquired a Xerox 495 Continuous Feed Duplex Printer with a Solimar® Print Director Enterprise system, along with a Hunkeler unwinder, Orion punch, and Hunkeler sheeter, enabling entry into the long-run print market. The Xerox 495 printer provides the added capacity and long-run capability RPM sought—with print speeds as fast as 472 A4 images per minute, and excellent image quality with 600 dots-per-inch resolution. In addition, the solution’s Solimar system enables printing of high-quality PDF files, a capability that is not natively supported by the Xerox 495. “The Xerox 495 continuous feed printer solution is a real step forward in terms of economics of operation, image quality, and application flexibility,” says Jonathan Harry, Managing Director.

The Benefit

3

“We took a bit of a gamble, and now it’s paying off, putting us in a better position to accept more jobs.”

Jonathan Harry, Managing Director, RPM Print & Design



“The new continuous feed system boosts RPM productivity by nearly 400 percent and produces long runs at about half the typical operating cost of cut-sheet printers, while delivering excellent image quality that customers praise,” Harry said. “Now we can compete for a whole new set of applications, including books, journals, training manuals, and bound reports from new, long-run clients and from existing customers who are expanding their business with RPM,” said Harry. The Solimar system contributes to the excellent image quality and also allows RPM to more easily accept new business regardless of the application’s source data stream. “The Xerox 495 solution places us on an excellent path for sustained growth and expansion,” Harry added.