Partnering for Print Perfection

Meeting Complex Client Requirements with Ease.

"The one thing I love about working with Xerox is that it's a true partnership with the ultimate goal of mutual Success."
— **Kristi Wasson, President of Graphtech**

ABOUT THE CLIENT

Graphtech, established in 1982 and headquartered in Harrisburg, Pennsylvania, is a dynamic company with a team of thirty-six skilled professionals. They provide a comprehensive range of services, including print, design, promotional products, signage, warehouse, and fulfillment, as well as marketing solutions. Graphtech is committed to delivering high-quality, tailored solutions to meet the evolving needs of its clients across various industries.

CASE STUDY SNAPSHOT

The Challenge

- **Unreliable Equipment:** Frequent downtime and repair delays caused missed deadlines and an inability to consistently meet client expectations.
- **Inefficient Workflow:** The existing DFE could not manage large-volume jobs, leading to inefficiencies and slower turnaround times.
- **Color and Quality Issues:** Difficulty in matching the client's requirements without complex, time-consuming processes.
- **Increased Market Pressure:** Growing demand for short-run, variable postcards, and specialty embellishments required a high-capacity solution to remain competitive in a fast-paced industry.

The Solution

- **Enhanced Print Quality:** The Xerox® Iridesse® Production Press surpasses traditional offset quality, especially for color-critical, ink-heavy projects.
- **Increased Productivity:** Fast variable data processing and high uptime enable same-day turnarounds, improving customer satisfaction and meeting fast-paced market demands.
- **Versatile Application Support:** The press efficiently manages a wide range of applications, including variable postcards, brochures, and booklets, using metallics, varnishes, and white ink without compromising quality.
- **Competitive Edge in Custom Print Markets:** Graphtech leverages the Iridesse Press to create personalized promotional materials, attracting Fortune 500 companies.

The Results

- **Enhanced Variable Data Processing:** The Iridesse Press manages variable data, processing thousands of postcards faster than previous systems, improving overall productivity.
- **Simplified Workflow for Short-run Jobs:** It allowed the production of small print runs with the same high quality as offset printing, which was crucial for personalized marketing materials and publications.
- **Increased Uptime and Quick Maintenance:** The machine's reliability, our rapid response to their service needs, and our highly trained operator contributed to faster turnarounds, especially for time-sensitive jobs like political mailers.
- **Expansion into High-value Custom Print:** The Xerox® Iridesse® Production Press allowed Graphtech to provide an integrated service, enabling them to cater to high-end, personalized projects, particularly for Fortune 500 clients.

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THE RESULTS

Driving Growth with High-Quality, Personalized Print Solutions.

"The Iridesse provided exceptional color control, especially with critical colors like blue. Its ability to match offset quality and include embellishments like metallics and varnishes was essential to meet customer demands." **– Joe Corbliss, Production Team Leader of Graphtech**

Enhanced Variable Data Processing: The Xerox® Iridesse® Production Press efficiently manages variable data daily, processing thousands of postcards faster than previous systems, eliminating delays and improving overall productivity.

Simplified Workflow for Short-run Jobs: The Production Press streamlined operations by allowing the production of small print runs with the same high quality as offset printing, which was crucial for personalized marketing materials and publications.

Increased Uptime and Quick Maintenance: The machine's reliability, along with our rapid response to their service needs and a highly trained operator with advanced service skills, minimized downtime, contributing to faster turnarounds, especially for time-sensitive jobs like political mailers.

Expansion into High-value Custom Print: The Xerox® Iridesse® Production Press allowed the company to cater to high-end, personalized projects, particularly for Fortune 500 clients, providing an integrated service including design, print, promotional products, and fulfillment with mission-critical, brand-compliant color matching.

THE CHALLENGE

Breaking Bottlenecks: A Quest for a Reliable, High-Volume Print Solution.

Kristi Wasson emphasized the urgency of their situation, "Our previous solution had a tough time matching the client's color requirement, was unreliable, and often down more than it was operational. Sometimes, we waited over a day for repairs which meant we missed critical deadlines, and we needed to become more self-sufficient with break-fix issues."

With the demand for short-run, variable postcards (6"x9" and 6"x11") rapidly increasing, they found themselves needing to print runs of 10,000 in a single pass. However, their existing digital front end (DFE) could not manage that volume, forcing their prepress team to split files into batches of five hundred. On top of this, they were striving to match the high-quality/high-ink coverage capabilities of offset printing without the burdensome process of printing shells, waiting for them to dry, storing them for days, and then rerunning them with variable data.

What they needed was a streamlined, end-to-end solution capable of printing on demand, delivering exact quantities without delay, and supporting specialty embellishments like clear for varnishes, and metallics for pop—all while maintaining the exacting standards their clients expected. The pressure to stay competitive was mounting, and they had to adapt quickly to meet the demands of a rapidly changing market.

THE SOLUTION

Elevating Quality and Speed with Variable Data Printing.

"Digitally our Iridesse output is beautiful and matches offset quality." **– Kristi Wasson, President of Graphtech**

The Graphtech team chose Xerox® Iridesse® Production Press to meet the increasing demand for specialized, personalized projects with color-critical requirements, especially for applications requiring heavy ink coverage, metallics, varnishes, and white ink. The Xerox® Iridesse® Production Press increased productivity and efficiency by allowing for fast variable data processing and high uptime, significantly reducing downtime, enabling same-day turnarounds for print jobs, and enhancing customer satisfaction and competitiveness in fast-paced markets. According to Bryan Lilley – Press Operator, "Our Fiery DFE on the Xerox® Iridesse® Production Press can easily process high volumes of 10,000 variable postcards as well as booklets and brochures reliably in minutes, all without sacrificing quality."

By highlighting the capabilities of the Xerox® Iridesse® Production Press system through self-promotional pieces, Graphtech capitalizes on growth opportunities in high-end custom print markets, such as producing personalized, extensive promotional pieces for large Fortune 500 clients and their influencers, which continues to increase their competitive edge.

For more information on how the Xerox® Iridesse Production Press can help your business, visit **xerox.com/iridesse**.

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