

Oversized Brochure Showcases Larger-Than-Life Press Capabilities

Pazazz



“Pazazz Digital Experience”

Best-of-the-Best Award Winner—Self-Promotion
Xerox Premier Partners Global Network

Pazazz Printing, located in Montreal, Canada, is a one-stop shop for integrated, cross-media marketing solutions, as well as UV offset, digital and wide format printing, labels and packaging. Founded in 1992, Pazazz has nearly 100 employees and annual revenues of more than C\$15 million.

www.pazazz.com

“From the time the brochure launched, our Xerox® iGen 4® volume increased significantly, eventually leading us to install the world’s first Xerox® iGen® 5 Press with the fifth color and full packaging units.”

– Warren Werbitt, Founder and Fisherman, Pazazz Printing



Pazazz—“Pazazz Digital Experience”

Pazazz created a vivid, self-promotional marketing brochure that showcased the print quality of the Xerox® iGen4® Diamond Edition Digital Press and used the industry’s largest sheets, 14.33" x 26" (14" x 25.5" trimmed). The brochure enabled recipients to visualize the large sheet size and drove incremental digital print business that resulted in a 20% increase in iGen4 volume.

Challenge

Pazazz Printing wanted to develop more business by promoting two differentiating qualities of its Xerox® iGen4® Diamond Edition Press that bring value to customers: its outstanding print quality and its large sheet size (14.33" x 26" maximum). An additional campaign goal was to introduce customers to members of the new Pazazz Client Solutions Teams, made up of estimators and customer service reps, as well as sales people. As the company that produced what is arguably the industry’s most viewed self-promotion video, Printing’s Alive, Pazazz knows how to create self-promotions that get attention. But finding a fresh angle is always a challenge, particularly for such seemingly unsexy qualities as page size.

Solution

Pazazz designed a 16-page, oversized 14" x 25.5" spiral-bound brochure. Much of the contents were print samples showcasing bright, colorful and stunningly beautiful images on a range of papers with silk and glossy finishes and varying weights for both Cover and Text. The different paper thicknesses illustrated the impact of inks and color, as well as the quality of each coating effect. In addition, the brochure included a brief company capabilities description and photos of the Client Solutions Team members, which were personalized for each client. Naturally, the piece was printed on the company’s iGen4, which is configured with a Xerox® FreeFlow® Print Server. XMPie® software was used for variable information printing.

Results

The Pazazz marketing brochure vividly demonstrates both the iGen4’s print quality and its large sheet size. It helped to drive new, incremental digital print business that resulted in a 20% increase in Pazazz iGen4 volume. In particular, requests increased for printing on oversize sheets and on the different substrates illustrated in the brochure, and from offset-print-only clients who began transitioning to digital print.

For the Pazazz sales team, the piece provided an excuse to visit clients, served as a great marketing piece for prospects and freed reps to focus on sales by introducing other members of the new sales teams they could work with. Ultimately, Pazazz business grew sufficiently for the firm to boost its capacity with a new Xerox® iGen® 5 Press.

For information about all of the winners, visit www.XeroxDigitalHotSpot.com/BestoftheBest

