

2016 Best-of-the-Best Awards

Winner Case Studies





For more information about the Xerox Premier Partners Global Network and the Best-of-the-Best Awards or to download individual case studies, please visit the XeroxDigitalHotSpot.com website.

Standing Out From the Crowd: 2016 Best-of-the-Best in Digital Print Winners Stories

Our Premier Partners Global Network members represent the most innovative and forward-thinking digital printers in the industry today. So when they share their most outstanding digital applications in a global competition, the winners are truly the best of the best.

That's what we have with the 2016 Best-of-the-Best Awards. Over 90 of our members' most stunning, innovative, response-generating applications were submitted from 20 countries across the globe. An external panel of judges selected 19 winners and 12 honorable mention designees and each is an inspiration for what can be accomplished in our industry today.

Each also demonstrates the relevance of the Premier Partners program's tenets: Information, Collaboration and Innovation. From the information gathering about their client's business challenges, to collaborating on a solution, to the innovative use of digital printing and communications technologies, they create a formula for success!

We are pleased to share the 2016 Best-of-the-Best Award winners.

"It was exciting to see so many wonderful entries from our Premier Partners. Each demonstrated their best in both digital printing and in providing outstanding business results for their customers. It's an honor to recognize their excellence with the Best-of-the-Best Awards."



Susan Weiss

Manager

Global Premier Partners
and Customer Business
Development Programs
Xerox Corporation

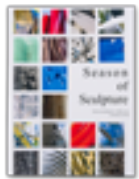
The 2016 Best-of-the-Best Award Winners

Best in Show

Printagraph, Ltd. • United Kingdom



Books



FIRST PLACE
Serbin Print Marketing
& Publishing
United States



SECOND PLACE
Isuccess DigiPress
Pte., Ltd.
Singapore



THIRD PLACE
Rennanse Media AS
Norway



FIRST PLACE
Dupliprint
France



SECOND PLACE
Hollandridderkerk
Netherlands



THIRD PLACE
Pazazz
Canada

Direct Mail/Marketing

Packaging



FIRST PLACE
PackageMedia Oy
Finland



SECOND PLACE
M.I.W. Group Co., Ltd.
Thailand



THIRD PLACE
APIX Co., Ltd.
Japan

Photo



FIRST PLACE
Artes Graficas Integradas
Argentina



SECOND PLACE
Jubels BV
Netherlands



THIRD PLACE
Yamazen
Communications Co., Ltd.
Japan

Self-Promotion



FIRST PLACE
Pazazz
Canada



SECOND PLACE
esmark finch ltd.
Republic of Ireland



THIRD PLACE
WAM Interactive
Information Inc.
Canada

Transaction



FIRST PLACE
Telemail, S.L.
Spain



SECOND PLACE
Latcham Direct, Ltd.
United Kingdom



THIRD PLACE
Apex Revenue Technologies
United States

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Printagraph, Ltd. Pioneers a New Print Market: Personalized LEGO®-Style Models

Printagraph, Ltd.



“Printabrick”

Best-of-the-Best Award Winner—
Best in Show, Packaging
Xerox Premier Partners Global Network

Printagraph is a printing and marketing services provider offering digital, offset and wide-format printing; design; promotional products; display material; and managed print services. The firm was founded in 1983 and is based in Aberdeen, UK.

www.printagraph.co.uk
<http://printabrick.co.uk/>

“Offering personalized LEGO-type models has created a great opportunity for us to remove some of our reliance on oil and gas businesses with an item that can be produced quickly and shipped internationally.”

— Andrew Hall, Managing Director



To be less reliant on the area's main industry of oil and gas, Printagraph developed its own product—limited edition custom LEGO®-style brick kits. Licensing crests from UK and Scottish football teams and personalizing the items with the customers' own photos and messages have added value to these highly sought collectibles, and Printagraph continues to invest in developing the new offering.

Challenge

For many years, Printagraph has capitalized on its location in Aberdeen, UK, the oil capital of Europe, to build its business by serving the energy sector. But with the global oil and gas industry now experiencing lean times, Printagraph has sought other opportunities to grow their business. In 2012, the firm created a limited edition LEGO-type brick kit as a corporate gift for a client, and it was favorably received. Recognizing the value of limited edition kits, Printagraph began exploring the opportunity. Among its discoveries was that, by moving some printing from offset to digital, packaging could be personalized and numbered, adding to the perceived value of the kit.

Solution

Printagraph created a new business specializing in the design and production of limited edition custom LEGO-type brick kits for building model cars, trucks, castles and other items, as well as more two-dimensional puzzles and photo bricks. The business, dubbed Printabrick, hosts a website where customers can upload their photographs, images and messages for printing onto LEGO-style plastic bricks. Through licensing agreements with English and Scottish football teams, some items incorporate team crests and colors. Packaging also incorporates the customer's personal photos, images and messages and, along with the instruction sheets, are printed on the Xerox® iGen4® and iGen® Presses with Xerox® FreeFlow® Print Servers. Invercote G FSC4 300 gsm stock is used for packaging.

Results

The Printabrick business has shown great promise, helping Printagraph meet its strategic goal of becoming less reliant on oil and gas businesses with a highly valued product that can be produced quickly and shipped internationally. The firm has produced a number of customized, limited edition kits, typically as high-value gifts for key clients. Because quantities are low, many are sought by collectors and fetch high prices when offered occasionally on eBay. A limited edition bus celebrating the Aberdeen Football Club's 2014 league cup win sold out with 500 pre-orders three months in advance of availability.

Now Printagraph is investing time and money into further developing the product and its online ordering infrastructure, and into marketing it, mostly on social media.

Coffee Table Book Documents the Beauty of Sarasota's Season of Sculpture

Serbin Print Marketing & Publishing



“Season of Sculpture”

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

Serbin Print Marketing & Publishing provides leadership marketing, development, business communications, publishing and commercial printing services. The 44-year-old firm is based in Sarasota, Florida, and has more than \$4 million in annual revenues.

www.serbinprinting.com

“This is another fine example of the quality of work that the Xerox® Color 1000i Press is capable of. It has helped us show many potential clients just how good our digital printing capabilities really are.”

— Mark Serbin, President, Serbin Print Marketing & Publishing

After staging biennial exhibitions of monumental sculpture by internationally acclaimed artists for more than a decade, the Sarasota Sculpture Center sought to document their work in a coffee table book. Serbin designed and printed the short-run book, which has earned rave reviews, while helping the Sarasota Sculpture Center organization raise awareness and secure additional funding.

Challenge

The Sarasota Sculpture Center is a not-for-profit organization that has produced exhibitions of monumental sculpture by internationally acclaimed artists biennially on Sarasota's bay front since 1999. The organization stages these exhibitions and various educational programs to enrich the cultural and educational experience of residents and visitors, and to serve as an international model of—and destination for—public art. It also ties well with Sarasota's claim to be Florida's "Cultural Coast."

Having showcased some 140 sculptures by 103 artists representing 18 U.S. states and 13 foreign countries since its founding, the organization sought to document the Season of Sculpture exhibitions from 1999 through 2012 in a visually appealing coffee table book.

Solution

Serbin Print Marketing & Publishing produced the new book, performing all of the creative, layout, typesetting, scanning, photo re-touching, color correction, printing and finishing for the project. Because the print run was relatively short, digital printing offered the most cost-effective production method, so Serbin ran it on the company's Xerox® Color 1000i Press with an EFI™ Fiery® Digital Print Server. To make the photos pop, the firm printed the inside pages on 100 lb Gloss Text. Covers were printed on 12-point C2S Cover, and the book was perfect bound in a 9" x 12" format. The finished book comprises 181 pages, showcasing 132 sculptures by 96 artists.

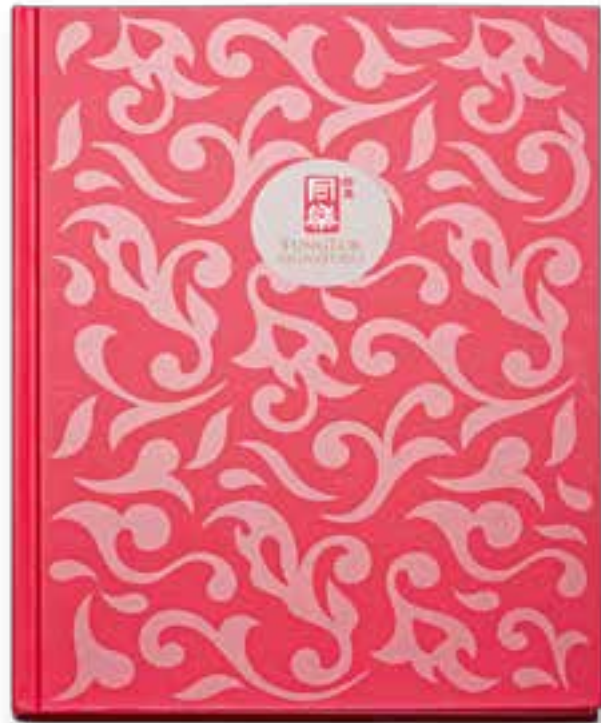
Results

The four-color retrospective book of six seasons of monumental sculpture in Sarasota was well received in the community. It helped raise awareness of Sarasota Sculpture Center and has helped the organization secure additional funding to continue contributing to Sarasota's cultural community.

For Serbin Print Marketing & Publishing, the book is a powerful sample that showcases the organization's wide range of design and production skills, as well as the high image quality that can be achieved with the Xerox® Color 1000i Press.

Elegant Menu Adds to the Fine Dining Experience at TLS

Isuccess DigiPress Pte., Ltd.



“TLS Menu”

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

Isuccess DigiPress Pte., Ltd. is a leading provider of printing services to corporations, advertising and marketing agencies, restaurants, schools and art students. The company was founded in 2000 and is based in Singapore.

www.iss-print.com



“The TL design team was so impressed with the new capabilities of the Xerox® Color 1000i Press that they want to tailor future designs for it and to work with us for future print production.”

– Ng Swee Leong, Director, Isuccess DigiPress Pte., Ltd.

When TLS' fine-dining restaurants explored enhancing the look of their menus, they turned to Isuccess DigiPress Pte., Ltd. for an innovative printing solution. Isuccess met a challenging schedule to deliver a stunning menu with brilliant photos and elegant metallic-gold-laced "wallpaper."

Challenge

TLS, which operates four fine-dining restaurants in Singapore, explored creating new menu designs that would convey an enhanced, more premium look. To do that, the TL team discussed with Isuccess DigiPress, which produces upscale menus for many leading Singapore restaurants, and specializes in elegant, hard-cover menus.

The restaurant also needed a rush delivery of part of the production run for use at a specific Mother's Day occasion. The quick, four-day turnaround was especially challenging because the high-quality menu design involved some handwork.

Solution

Isuccess DigiPress Pte., Ltd. worked with TLS to produce an elegant 37-page case-bound menu in a 10.875" x 14.25" format for its restaurants. Page backgrounds have an elegant metallic-gold floral wallpaper effect, and brilliant photos of the dishes are coated with matte lamination to make them pop and protect against spills. Printing was on the Xerox® Color 1000i Press with a Xerox® FreeFlow® Print Server. Art Card 220 gsm stock was used for the inside pages, then cut and creased on a Duplo® 645. Art Paper 157 gsm was glued to Art Card 260 gsm for the hard cover binding. Several Xerox® ProfitAccelerator® business development resources contributed, including design guides for job preparation and metallic dry ink design, and application development and training services.

Results

Isuccess met the challenging delivery schedule and produced the impressive, high-quality menu the restaurant was looking for, with visual appeal and tactile qualities that contribute to the fine-dining experience at all four restaurants. TLS' management sees the elegant menu as both a calling card that helps attract more patrons to the restaurants and a sales piece that entices guests to sample more of what the restaurant has to offer.

For Isuccess, the project demonstrated to the TL design team the potential of the Xerox® Color 1000i Press for printing metallic dry inks and reproducing photos with exceptionally high quality.

Digitally Printed Run of Top-Selling Cookbook Matches Offset Quality

Renaissance Media AS



“Kjartans Tango”

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

Renaissance Media AS provides creative services, book manufacturing and solutions for print and digital communications. Book printing accounts for about 60% of its business. Founded in 2001, the company is based in Lierskogen, Norway, near Oslo.

www.renassansemedia.no

“This project proved to one of Norway’s biggest publishing houses that the quality of the Xerox® iGen® 5 is as good as offset production.”

– Jørn Våraker, Partner, Renaissance Media AS

Kjartan Skjelde, chef and an owner of the popular restaurant, Tango, in Stavanger, Norway, contracted with publisher Gyldendal Versal Forlag to compile his original recipes in a book. The publisher worked with leading Norwegian book printer Renaissance Media AS to produce the top-selling, photo-rich, 248-page volume initially on offset and, for subsequent short runs, on a Xerox® iGen® 5 Press.

Challenge

Kjartan Skjelde is the chef and an owner of the Stavanger, Norway restaurant, Tango, where creative chefs, original dishes and casual waiters create a singular dining experience. Skjelde's passion for cooking led him to want to share his recipes in a book. He secured a publishing deal with Gyldendal Versal Forlag, which had the book manufactured by one of its top suppliers, Renaissance Media. Initial printings were on offset presses, which faithfully reproduced the book's many color photos of plated food and restaurant-related activities. When reprint volumes dropped, Renaissance Media proposed digital printing as a cost-effective solution, but Gyldendal Versal Forlag was concerned it wouldn't achieve the quality required for a top-selling book filled with vivid photography.

Solution

Renaissance Media persuaded Gyldendal Versal Forlag to run the book on digital presses by showing them print samples from the Xerox® iGen 5 Press. Once in production, the Renaissance Media team performed color correction on each of the 248-page book's many images and sent the files from their Kodak® Prinergy® workflow system to Xerox® FreeFlow® Core. Core automatically picked up the files from a hot folder, performed imposition and sent the imposed files to the iGen 5, where they were automatically RIPed awaiting a press operator's command to start the job. The team selected Sappi Profimatt, a medium-coated matte paper for the book's pages. The book block was case bound in an 11.25" x 8.375" format on Smyth and Zechini binding equipment.

Results

The widely recognized "culinary mother" of Norway, Ingrid Espelid Hovig, calls *Kjartans Tango* "a fabulous cookbook" and "one of the most beautiful cookbooks I've ever seen." The lively presentation—as much photo book as recipe book—successfully translates the dare-to-be-different atmosphere of the Tango restaurant to the printed page. Strong sales have led to multiple reprints—and more business for Renaissance Media.

The iGen 5's faithful reproduction of the book and its vivid photography make a strong proof point for the company's top-notch digital book manufacturing capabilities. It has served as a print sample and sales tool, and has led to additional business that is contributing to a projected 30% growth in the firm's book printing business this year.

‘No Surprises’ Vehicle Maintenance Campaign Boosts Revenue for BMW France

Dupliprint



“BMW Maintenance Campaign”

Best-of-the-Best Award Winner—
Direct Mail/Marketing
Xerox Premier Partners Global Network

Paris-based Dupliprint is a leading provider of e-printing solutions based upon digital and offset printing and the Web. Founded in 1993, the firm has 100 employees and €17 million in annual revenues, and has had double-digit growth for 10+ years.

www.dupliprint.fr

“This campaign shows that ‘smart’ paper documents are more relevant than ever.”

– Frédéric Fabi, Founder and Chief Executive Officer, Dupliprint

Using an ongoing direct marketing program developed by Dupliprint that lets vehicle owners know their maintenance costs in advance of appointments, BMW France dealers have significantly boosted post-sales vehicle revenue. The campaign also reinforces BMW's premium brand image and offers a strong proof point of Dupliprint's leadership capabilities as a marketing services provider.

Challenge

In the automobile industry, where revenue generated by dealership after-sales departments makes a significant contribution to annual revenue and overall margin, the vehicle maintenance market is very competitive. So when BMW France wanted a new campaign to promote BMW vehicle maintenance, it viewed the initiative as critical to the business, with goals to increase its dealers' share of the maintenance market while positioning BMW as a premium brand. To answer BMW's request, Dupliprint developed an innovative solution that would give the vehicle manufacturer an edge, while positioning BMW France dealerships as reliable, competitive and critical players in the market.

Solution

Dupliprint and BMW France worked together to define the solution: avoid vehicle owner surprises by reporting their maintenance costs in advance of appointments. The approach: a direct mail campaign for dealers to order and personalize from Dupliprint's internally developed Web-to-print solution, Sofive. Using Sofive, dealers regularly update their maintenance rates, then order mail packages—a letter and brochure—that include customized rates for the recipient's vehicle maintenance. Sofive also generates a grid that BMW France makes available on their website, enabling car owners to enter their vehicle identification numbers and compare maintenance rates from several dealerships. The direct mail package is printed on a Xerox® iGen4® or Xerox® iGen® 150, each configured with a Xerox® FreeFlow® Print Server.

Results

The “custom-rate” direct mail campaign contributes to a significant share of BMW France after-sales revenue. While BMW France won't release precise figures, similar Dupliprint programs have generated a 20% increase in service sales. The program also reinforces BMW's image as a premium brand, helping the dealerships differentiate from competitors. And the rate updates the Sofive solution generates throughout the year help BMW France and the dealerships to be very responsive during special operations and promotions.

For Dupliprint, the program is a good revenue producer, and it serves as a strong proof point that the company has transformed its business to be a marketing consultant and marketing services provider as well as a highly regarded printer.

Driving Revenue By Helping Drivers Envision Their Next Lexus

Hollandridderkerk



“MyNextLexus 1-to-1 Magazine”

Best-of-the-Best Award Winner—
Direct Mail/Marketing
Xerox Premier Partners Global Network

Hollandridderkerk is a leading provider of innovative graphic media solutions developed with the firm's deep print and information technology expertise. The company has 75 employees and is based in Ridderkerk, Netherlands, near Rotterdam.

www.hollandridderkerk.nl

“Customers have a ‘wow’ reaction when they receive the magazine after a visit to the showroom. Some even call the dealer to let them know how much they appreciate it.”

— Arno de Winter, Director, Hollandridderkerk

When Lexus dealers in the Netherlands wanted to extend their personal, red-carpet touch to their product collateral, Hollandridderkerk created a personalized magazine-like brochure focused on the customer's preferred vehicle and options. The new piece has been an effective sales tool for Lexus, and for Hollandridderkerk, an impressive example of the company's expertise in one-to-one communications.

Challenge

Lexus, the luxury vehicle division of Japanese automaker Toyota, is Japan's largest-selling line of premium cars. In the Netherlands, as in many parts of the world, Lexus gives its customers the red-carpet treatment, placing a high priority on using every contact point to show the utmost care for prospects, showroom guests and customers. This commitment led the Lexus dealer organization to want its brochure to rise to a level above conventional communications, to better represent the dealers' personal attention and red-carpet treatment while helping to improve sales results.

Solution

The Hollandridderkerk team created a personalized brochure called "My Next Lexus," which has the look and feel of a magazine. The brochure's content is varied to reflect the customer's interests, such as their preferred Lexus model, colors, options and accessories. The piece also contains relevant articles and branded content, as well as the Lexus sales rep's contact information. Dealers order the personalized magazine from a website driven by XMPie® uStore®, creating a print job that follows an automated workflow driven by Xerox® FreeFlow® Core and processing variable information with XMPie® PersonalEffect®. Printing is on a Xerox® iGen4® Press with a Xerox® FreeFlow Print Server, and the brochure is finished on a C.P. Bourg® BDF.

Results

The "My Next Lexus" brochure has generated many positive reactions from customers, leading Lexus dealers to believe it effectively extends their personal approach, contributing to closer customer relationships and placing Lexus top of mind when customers compare alternatives. The piece also serves as an effective reference when dealers follow up with customers.

For Hollandridderkerk, the work is very profitable, serves as a strong showcase of the value of personalized communications and offers a convincing proof point about the company's expertise in one-to-one communications.

The program also has led to two additional Lexus jobs: a menu card that helps customers configure their ordered vehicle and a special gift that is delivered halfway through the delivery period.

Personalized Campaign Helps Essilor See Double-Digit Revenue Increase

Pazazz



“Essilor Varilux Exclusive Campaign”

Best-of-the-Best Award Winner—
Direct Mail/Marketing
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

“This campaign helped Pazazz further validate to Essilor management that we are a true business partner, collaborating for the benefit of both companies.”

— Warren Werbitt, Founder and Fisherman, Pazazz Printing

Essilor Canada wanted its annual campaign to vary its messaging according to the loyalty and sales volume of its customers—eye care professionals. Pazazz designed and executed the campaign’s complex variable printing and kitting, contributing to a double-digit revenue increase and successfully driving traffic to Essilor’s new website.

Challenge

The Essilor Group is one of the world’s leading manufacturers of eyeglass lenses, and its Canadian arm, Essilor Canada, operates multiple optical laboratories across Canada, serving eye care professionals. Essilor Canada was launching its 2016 campaign print piece, which is the firm’s primary communication to eye care professionals for the calendar year. The Essilor team wanted to tailor messages to spur business with its top clients, known as Varilux Exclusive Members and classified as Platinum, Gold, Silver and Guest, according to sales amounts and points earned towards financial incentives. In addition, Essilor was launching a new website, and needed to explain the site’s value and entice eye care professionals to visit.

Solution

Pazazz collaborated with the Essilor Group’s agency of record to design the 2016 campaign launch piece, a 38-page, full-color booklet that is part capabilities brochure and part catalog. Eight separate lots were produced, four each in English and French for the Platinum, Gold, Silver and Guest groups. The pieces were printed mainly on the Xerox® iGen® 5 Press with an EFI™ Fiery® Digital Print Server, combining variable and static pieces, and supplemented with elements printed on a digital label press. The pages were then collated, perfect bound and shrink-wrapped to create the final kits, which were shipped to Essilor sales representatives across Canada so they could meet with eye care professionals to review the campaign.

Results

The campaign achieved its goals, driving a double-digit increase in sales and increasing traffic at the Varilux Exclusive website. Pazazz executed flawlessly on the print and relatively complex kitting of multiple targeted pieces with variable components.

In the process of developing and producing the piece, Pazazz was able to further validate to Essilor management that Pazazz is a bona fide business partner, collaborating for the benefit of both companies. In particular, Essilor management has stated that Pazazz solutions and technology have made the lens manufacturer much more efficient.

Essilor also came to recognize that the Pazazz “Challenger Sales Model” drives tangible benefits for key clients.

Elovena Campaign Generates Buzz By Integrating Packaging and Social Media

PackageMedia Oy



“Elovena Oatmeal”

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

PackageMedia Oy operates the largest digital packaging factory in the Nordic countries and specializes in combining packaging and digital services to optimize marketing campaigns. The company was founded in 1961 and is based in Inkeroinen, Finland.

www.packagemedia.fi

“The campaign built a lot of buzz, and the responses we saw on social media showed that the emotional engagement Elovena wanted really happened.”

– Mauri Reinilä, Chief Executive Officer, PackageMedia Oy

On its 90th anniversary, Elovena Oatmeal sought to energize the brand by enabling consumers to interact between Elovena packaging and social media, and by finding new ways for consumers to taste new Elovena products. PackageMedia developed two campaigns that accomplished both, generating thousands of social media messages and sample tastings and lots of positive buzz, extending the campaign's reach.

Challenge

Elovena Oatmeal, one of the best-known brands from plant-based nutrition company Raisio, celebrated its 90th anniversary in 2015. The marketing team planned a full year of celebrations, seeking to develop an innovative campaign that would renew consumer engagement with the brand by pursuing three objectives:

- Make the venerable Elovena brand more emotionally engaging.
- Develop a creative and interactive way to facilitate consumer tastings of new Elovena products.
- Explore ways to enable consumers to interact between packaging and social media.

"Elovena has a 90-year history that has given us a strong presence in many homes and an emotional relationship with consumers that is now being expressed in new ways with new technology. This unique campaign turned the most traditional media—the package—into a social media platform, where large numbers of our customers shared their warm thoughts about the brand, shaping the consumer's in-store experience."

— Mika Kukkurainen
Director, Strategy and Brands, Raisio Nutrition

Solution

The PackageMedia team developed two programs for Elovena, built upon PackageMedia's patented technology platform for enabling people to interact between physical packaging and digital services. A "Social Shelf" campaign enabled consumers to contribute aphorisms on Facebook for printing on Elovena packages, generating an automatic tweet in the process. And a "Social Tasting" program enabled consumers to scan a unique QR code (package ID) on an Elovena package to order and send Elovena samples with personal messages to friends—prompting many to share images of the package on social media. Printing was on the Xerox® iGen4® Press using XMPie® PersonalEffect® for variable information printing. The packages were made with 275g Tambrite and finished with Epic equipment.

Results

Each campaign successfully engaged consumers, resulting in hundreds of personal stories delivered to market shelves on Elovena packages and thousands of aphorisms delivered with tasting packages. Responses to the tasting packages, in particular, were frequently shared on Twitter and Facebook in ways that evidenced real, emotional connections were taking place. These activities generated positive buzz among consumers, competitors and marketing professionals, giving the campaign additional reach.

For PackageMedia, these were pioneering campaigns, and many lessons were learned that can be applied to future initiatives as the firm continues to explore interactivity between physical packaging and social media.

Elovena is a registered trademark of Raisio Nutrition, Ltd.

Personalized Gift Box Delivers Holiday Greetings—and Business—for M.I.W. Group

M.I.W. Group Co., Ltd.



“Durian Sticks for Happy New Year 2015”

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

The Bangkok-based M.I.W. Group Co., Ltd. is one of Thailand’s leading graphic communications providers. Services include design and offset and digital printing of marketing materials, packaging, magazines, photo books and other communications.

www.miwfood.com

miwgroup.co.th

bookplus.co.th

“Carton design is as important as the product. Our package design is unique, and when we personalize it to add a client’s name, our customers are very impressed.”

– Supha Hongtong

M.I.W. Group Co., Ltd. produced a Christmas and New Year gift consisting of durian sticks in a colorful and personalized package printed on a Xerox® Color 1000 Press. The personalized gifts impressed recipients, and now the M.I.W. Group is offering pre-fabricated and customized packages for a variety of gift products and occasions.

Challenge

The M.I.W. Group Co., Ltd. wanted to develop a distinctive Christmas and New Year's gift that its customers could give to their clients. And they wanted to design and print an equally distinctive package for it that would attract attention on its own, increasing the gift's perceived value, triggering interest in what's inside—and further triggering interest in the M.I.W. Group's packaging services. The other key requirement: the packaging materials had to be sturdy enough to protect and preserve the contents during shipping as well as on the shelf.

Solution

The M.I.W. Group decided upon a gift of durian sticks, made from the widely popular Southeast Asian fruit known as the "King of Fruits," the durian. To package it, the team designed a festive box depicting a quaint village street front, topped off with a red bow and a personalized holiday greeting. The package was printed on a Xerox® Color 1000 Press with an EFI™ Fiery® Digital Print Server.

Results

By all accounts, the combination of the M.I.W. Group's distinctive package design and a personalized holiday greeting impressed the gift's recipients and, on a practical level, the sturdy packages helped the tasty durian sticks arrive safe and sound.

Now the M.I.W. Group is building its gift box business by offering additional pre-fabricated boxes suitable for a variety of products and with multiple designs that are appropriate for additional holidays and special occasions. The M.I.W. Group also offers customized package designs in quantities as low as one.

APIX Spurs Growth With New Business for Customized Bottle Labels

APIX Co., Ltd.



“Multilingual Customized Package”

Best-of-the-Best Award Winner—Digital Packaging
Xerox Premier Partners Global Network

APIX provides document-related services that boost business performance and operational efficiency, including digital and offset printing, fulfillment and business process outsourcing. The company was founded in 1920 and is based in Osaka, Japan.

apix.co.jp

“Our customized labels are a great example of how digital printing can surprise and delight customers—and of how we plan to grow our business by developing unique products and services.”

– Emiri Shigematsu, Director, APIX

Building on its successful online sales of sake and wine with personalized labels and packaging, APIX established a business for water bottles with customized labels for use at trade shows and other events. The new offerings are contributing to the company's 10% annual growth in overall business, enabling APIX to maintain market leadership without competing on price.

Challenge

Several years ago, APIX launched a successful online store that sells sake and wine with personalized labels and packages (www.sense121.com). That business has helped the company maintain its market leadership while avoiding commodity pricing battles—and it was recognized with a Best-of-the-Best award in 2013. More recently, APIX built upon its sake and wine business experience by developing a similarly high-valued, labelled product—personalized and customized bottles of water and other beverages for use as gifts to attendees at trade shows, business seminars and other occasions.

Solution

Production of custom labelled bottles begins when APIX receives an order. The labels are custom designed in Adobe® InDesign® to reflect the nature of the occasion where they will be used and to incorporate customized messages and greetings, sometimes in multiple languages. The labels are output on 110K coated paper and printed on a Xerox® Color 800 Press with a Xerox® FreeFlow® Print Server and using Xerox® MatchAssure for color management. The printed labels are then die-cut and affixed to a plastic bottle for delivery to mineral water provider Aso-Brand Spring Water, or to other suppliers for sports drinks. Among the ways APIX has promoted the business: by offering the bottles as a self-promotion when it exhibits at trade shows.

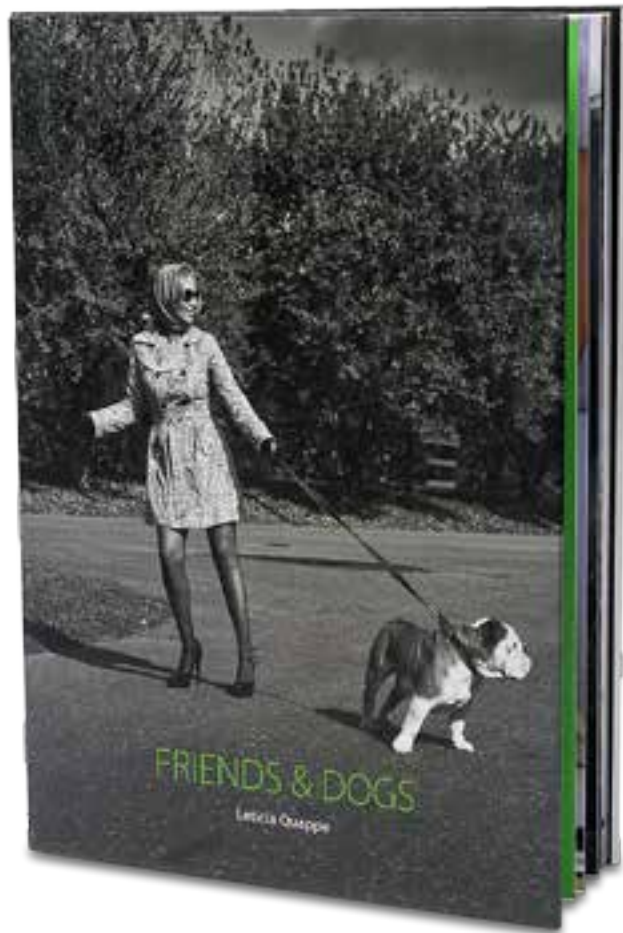
Results

The new business is succeeding, further enabling APIX to maintain market leadership without competing on price. Interest in the bottle products was so high at a recent trade show that 200 of the 600 APIX booth visitors signed up to learn more. APIX is forecasting annual revenues of \$200,000 from the new business, contributing to 5% year-over-year growth in digital printing, 10% in the overall business. Customers find the customized bottles effectively promote their brands while surprising and pleasing their customers.

High-profile customers have included the Tokyo Olympic Games, which created bottles greeting visitors in 10 languages. APIX plans to enhance the products by enabling customers to design their own labels on the website where they place orders.

Custom Photo Book Opens the Door to New Cutting-Edge Services at AGI

Artes Graficas Integradas (AGI)



“Friends & Dogs”

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

Artes Graficas Integradas (AGI) is one of the leading print production companies in Latin America, providing integrated solutions for multi-platform communications. The company was founded in 1976 and is located in Buenos Aires, Argentina.

www.agi.com.ar

“With this project, we opened ourselves up to new business opportunities for creative, original, short-run print applications—and now we get references for producing these cutting-edge applications.”

— Raúl Horacio Garcia, President, Artes Graficas Integradas S.A.

Photographer Leticia Quappe wanted a book to accompany her exhibition, *Friends & Dogs*, which captures the relationship and bonding between her friends and their dogs. Artes Graficas Integradas (AGI) was able to cost effectively produce 60 copies on its Xerox® Versant® 2100 Press, establishing a new service offering for both Quappe and AGI.

Challenge

Photographer Leticia Quappe and designer Mauricio Hoyuelos approached Artes Graficas Integradas (AGI) some years ago with a photo book project they wanted to self-publish. However, the offset printing solution AGI offered at the time was too expensive and required a minimum volume that was vastly more than the partners needed. Some years later they returned with a new photo book concept and a new understanding that on-demand, digital printing could deliver on their cost and volume requirements. This time they wanted a few dozen photo books they could sell in conjunction with an exhibition of Quappe's photographs called *Friends & Dogs*, which offered intimate portraits of 20 of her women friends and their dogs.

Solution

Quappe worked with AGI to produce 60 copies of the 120-page book, *Friends & Dogs*, on the Xerox® Versant 2100 Digital Press with an EFI™ Fiery® Digital Print Server. Other contributors included Mauricio Hoyuelos, design and digital photofinishing; Patricio Rabinovich, producer; and Yasminka Asbun, editing and translation—the book's text is presented in both Spanish and English. Twenty copies were produced with hard covers, 40 with soft, using Creator Silk 170 gsm and Special Paper 180 gsm stocks. Quappe also produced a digital version, which is available on Apple® iTunes®. Proceeds from the digital version are donated to the Breath of Life animal shelter.

Results

Friends & Dogs has been a success on several levels for photographer Leticia Quappe. The book was a strong complement to her photo exhibition and a powerful work on its own, exploring the relationships of dogs and their owners. Professionally, she has expanded her services to include high-quality photo books and uses *Friends & Dogs* as a sample, setting her apart from her competition. And through her relationship with the Breath of Life foundation, she is using proceeds from the book to help find homes for abandoned dogs.

The book also serves as an eye-catching print sample for AGI. It has helped to establish the firm's reputation as the go-to place for creative, cutting-edge, short-run printing projects, often incorporating personalization.

Edgy Photo Book Raises Art House Profile for Jubels

Jubels BV



“It Takes My Mind Off Things”

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

Jubels is a print and communications company that provides expert digital and offset-based graphic services with a pragmatic problem-solving and partner-like approach. The company was founded in 1902 and is based in Amsterdam, the Netherlands.

www.jubels.nl

“Books like this one, by outstanding designers and photographers, showcase the great quality of our Xerox® iGen® presses and help build our reputation as a leading printer of specialty photo books in the Netherlands.”

– Jeroen van Druenen, CEO

Photographer Robin Butter wanted a distinctive design and format for a book presenting her award-winning collection of photography on Dutch gun culture, *It Takes My Mind Off Things*. Jubels worked with her and Dutch photo book designer Sybren Kuypers to produce an edgy, open-spine-bound book that helped extend the reach and appeal of her work.

Challenge

While a student at the Royal Academy of Arts in The Hague in the early 2010s, Robin Butter attended a Jubels Lunch 'n Learn session for area art students on photo books, led by a professional photo book designer and a professional bookbinder. She graduated in 2014 with a distinctive collection of photos depicting the gun clubs and culture of the Netherlands, a project she calls *It Takes My Mind Off Things*. Butter has exhibited the collection at several high-profile locations and decided to self-publish a photo book, as well. She turned to Dutch photo book designer Sybren Kuypers for the book's design, to Benjamin B. Roberts to write a brief article that puts the collection in perspective and to Jubels for the book's production.

Solution

Butter initially produced 50 hard-cover copies of the book, then decided to publish 400 copies of a new, extended first edition. Kuypers designed both. For the longer run, Kuypers's aesthetic called for printing photos of people on glossy paper using offset presses, and photos of objects and places on matte paper using the Xerox® iGen® 150. Kuypers also specified open-spine binding, which permits pages to lay flat and gives the book a rough-hewn look. To accentuate that look, the right sides of pages were left untrimmed, slightly uneven. Jubels color-corrected the photos, worked through an exacting proofing process, performed the printing and—because volumes were higher than what the Jubels bindery handles—partnered with Agia & Lith of Amsterdam to do the open-spine binding.

Results

The initial, 104-page version of *It Takes My Mind Off Things* won the Ydocbookapp prize in 2014 and was nominated for the Unseen Dummy Award that same year. Positive sales results—the book is available worldwide via online sales—led Butter to produce the second, grander 136-page book. The collection has been lauded for bringing the gun culture of the Netherlands to life and contributing to the national conversation on the topic. And it has been a popular complement to Butter's photography exhibitions.

For Jubels, the book is an intriguing sample showcasing an artistic approach to the photo book. As such, it is one of many custom photo books Jubels has produced in the last four years, helping the company build a positive reputation among photographers and designers.

Fast-Selling Children's Photo Books Incorporate Popular Licensed Characters

Yamazen Communications Co., Ltd.



“Bandai Character Photo Book”

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

Yamazen Communications Co., Ltd. is a leading provider of digital and offset printing, design services, database construction, Web development, photo book creation, photo restoration and market research. The company headquarters is in Utsunomiya, Japan.

www.yamazen-net.co.jp

“Our photo book solution has helped the Bandai Candy Toy Business Unit gain incremental revenue from its characters, while giving us new work and an opportunity to learn more about the licensing business.”

— Mitsumobu Yamamoto, COO, Yamazen Communications

Yamazen Communications recommended an innovative way for the Bandai Candy Toy Business Unit to boost its business: whenever they sold a decorated birthday cake, include an offer to create a photo book that can include Bandai-licensed characters to commemorate the occasion. The business succeeded; in the first year, more than half of those who ordered cakes bought photo books.

Challenge

The Bandai Candy Toy Business Unit sought to explore new business opportunities with Bandai Co., Ltd.'s intellectual property, which includes popular TV, movie, comic book and video game characters like the Power Rangers. The business unit focused on one of its key customer touchpoints—the purchase of decorated cakes for birthdays or other occasions. The intent: find a way to make Bandai's contribution to the celebration last considerably longer than the cake. Given an opportunity to make a proposal, Yamazen Communications suggested creating a photo book that could permit children to incorporate images of their favorite Bandai-licensed characters along with photos from their special occasion.

Solution

Yamazen worked with Bandai to develop a photo book that could include any of 30 images of the Bandai-licensed characters Masked Rider, the Power Rangers and Precure. Customers who order a decorated cake receive a coupon to order a character book from a website that Yamazen developed and manages. There, customers submit their photos, select character images, create text messages and place their order. At Yamazen, photos and custom messages are automatically positioned in layout and sent to the Xerox® iGen4® Press with a Xerox® FreeFlow® Print Server for printing. The 12-page books are perfect bound on an offline Horizon BookBinder BQ-160 in a 13.8 cm x 14.8 cm (5.43" x 5.83") format using Sunmat Paper, which is unbleached, with no fluorescent material, to be safer for children.

Results

In 2015, the Bandai Candy Toy Business Unit received more than 1,000 orders for decorated cakes and 700 orders for Character Photo Books, making the books a very popular keepsake. Five percent of the Character Photo Books were ordered by grandparents who wanted their own copies of the books their grandchildren ordered—expanding Bandai's reach to a class of customers they otherwise would not have reached.

Yamazen Communications received incremental photo book business and began developing a tighter business relationship with the Bandai Candy Toy Business Unit, which could lead to more business in the future. Yamazen also is gaining valuable experience learning first-hand about the licensing business.

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 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.

Customer Magazine Creates Awareness—and Business—for esmark finch ltd.

esmark finch ltd.



“esmark finch Quarterly Magazine”

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

esmark finch is a digital solutions provider specializing in packaging, creative design, print, point-of-sale material, fulfillment and online services. The company has its headquarters at a state-of-the-art facility in Dublin, Ireland.

esmarkfinch.ie

“Creating and nurturing relationships with your customers is a critical part of growing a successful business, especially during these times of global markets and automation and innovation.”

– John Mullane, CEO

To promote its innovative business among customers and prospects, esmark finch launched a quarterly magazine promoting its rapidly evolving offerings, and sharing tips and marketing campaigns its customers could use. *Digital Innovation* magazine is successful on multiple levels, strengthening customer relationships, creating awareness of esmark finch services and driving revenue.

Challenge

As an innovative and rapidly evolving digital solutions company, esmark finch recognized a need to boost awareness of its breadth of knowledge and state-of-the-art technologies among its customers and prospects. To meet that need, the company launched a quarterly magazine in 2015 targeting its customer base with relevant, educational content that businesses find valuable and that often highlights the firm's capabilities. The goal: strengthen customer relationships and lead readers to consider esmark finch for additional services. From a marketing perspective, the magazine also gives the company an opportunity to focus content on market sectors where it wants to increase its business.

Solution

The quarterly *Digital Innovation* magazine made its debut in first quarter 2015 with written contributions from esmark finch's marketing and sales teams, and featuring design and layout by the firm's creative studio. Content has included features on esmark finch services and products, marketing ideas and tutorials, and client testimonials. Each issue is printed on a Xerox® iGen4® Press with Xerox® FreeFlow® Print Server, output on 170g Qdi Silk paper and finished on a Duplo® Booklet Maker. The printed magazine is distributed to a targeted list of customers, and a PDF is posted for downloading from the company's website.

Results

The *Digital Innovation* magazine is achieving its objectives for creating awareness and driving business. A number of clients have adopted marketing techniques showcased in the magazine. These are evidenced by increased orders of esmark finch self-promotional keyboard calendars following coverage in the first issue, and of the personalized pen pot promotional product, following an article on the firm's customer event on packaging, which showcased the pen pot. Packaging inquiries also increased after that article's publication. To measure the magazine's success, esmark finch tracked activities of all customers who received the magazine against key performance indicators.

Among the 2015 results: customers who received the magazine placed business worth over €75,000.

WAM Self-Promotion Campaign Drives 13.5% Growth in Target Verticals

WAM Interactive Information Inc.



“KiTS Self-Promotion Campaign”

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

WAM Interactive Information Inc. is a one-stop shop for 1:1 communications in digital and print media, conceiving and executing marketing campaigns that gain traction. Based in greater Toronto, Canada, the firm originated as a traditional marketing agency.

www.waminc.net
www.kitspak.com

“We drink at the same fountain of growth that we sell.”

– Brian Greenspan, Director at WAM Interactive Information Inc.

WAM Interactive built its own system for delivering affordable 1:1 micro-marketing campaigns, then used it to develop its own business in targeted vertical markets. The results included 13.5% growth, sustained interest from ready-to-commit prospects and a wealth of success stories among WAM customers who now use its KiTS (Keep-in-Touch) customer relationship management system.

Challenge

One-to-one marketing is a proven path to gaining attention in today's overloaded communications landscape, but the complexity and expense of conceiving and executing effective programs can make them impractical for micro-marketing purposes. Having developed 1:1 marketing expertise for Fortune 500 companies, WAM Interactive sought to enter new markets by taking on the challenge of scaling an affordable 1:1 marketing program for sales agents and professionals in smaller companies. The result: the KiTS Keep-in-Touch customer relationship management system, a drip marketing campaign that can include a monthly newsletter, annual calendar and other items. The system also introduced a new challenge for WAM: marketing the new service to a wide and disbursed audience.

Solution

The KiTS System was designed as a tool for WAM customers to conduct self-promotion campaigns, and WAM uses it that way, too. A key target: real estate professionals, who represent nearly 70% of KiTS customers. WAM developed an eight-step campaign for the real estate vertical, including three direct mail pieces and three emails delivered in-sync with an agent's actual marketing cycle. The pieces showcased the content, branding opportunities, personalization and customized sales messages that are at the heart of the product's power and effectiveness. Prospects who showed sufficient interest received a 16-page program guide with print samples. The campaign's print pieces are produced on a Xerox® iGen4® Diamond Edition Digital Press with an EFI™ Fiery® Digital Print Server.

Results

WAM's self-promotion campaign was a great success, driving new subscription growth of 13.5% for an ROI of nearly 380%. Among responders, the buy ratio was about 65%. The campaign also created referral growth of 9%, due partly to the success agents and brokers had with the program—ROI that exceeds 500% for KiTS clients. The sustained WAM campaign continues to provide exposure and subscriber growth, providing a seasonally adjusted rhythm of ready-to-commit new subscribers. Its success has led WAM to decrease its budget for promoting the business through its other main vehicle, trade shows.

Ultimately, the KiTS system has proven successful in building its own business case, fulfilling its promise to build mindshare that leads to market share.

Color Transactional Loan Offer Drives New Business for Client—and Provider

Telemail, S.L.



“Pre-Approved Loan Documentation”

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

Telemail provides digital printing and results-oriented, personalized, targeted marketing to financial institutions, insurance organizations, market research companies and other organizations. The firm has its headquarters in Alcobendas, Madrid.

www.telemail.es

“The main challenges to getting our desired results were in managing the variable data and making the package attractive. We achieved all this and more using Xerox® Impika® full-color continuous inkjet printing.”

– Agustín Minaya, Director General, Telemail, S.L.

Working with Telemail, Carrefour Financial Services launched a new campaign making highly personalized, pre-approved loan offers. By printing on Xerox® Impika® inkjet presses, Telemail delivered the personalization and color to make the package more relevant, easier to follow and more attractive, resulting in a very successful campaign that has been repeated multiple times.

Challenge

Carrefour Financial Services is part of the Carrefour Group, which is the world's third largest retail chain behind Walmart and Costco. The firm wanted a campaign to help them find clients for pre-approved loans—and to make it as easy as possible for interested consumers to initiate the process. That led the team to want to include all necessary documentation with the solicitation. The challenge to making the campaign effective was twofold: managing the variable data required to personalize each offer based upon the recipient's financial situation, and making the information-rich package attractive and compelling enough to generate responses.

Solution

Telemail developed a seven-sided, four-sheet pre-approved loan offer package that was tailored for each recipient based upon personal details in their Carrefour account. The variable information included the loan amount for which they were pre-approved and their monthly payment amounts, net interest revenue and annual equivalent rate, as well as address, title and bar codes for automated process management—all managed with the GMC Software Technology PrintNet™ Communications Suite. Strategic use of color type helped guide the consumer through the forms. Production was on the Xerox® Impika Compact Inkjet Press with Xerox® Impika IPDS™ and PDF Controllers running MONDI 90g reel paper. Insertion and finishing was on the Pitney Bowes® APS™ Edge Inserter System.

Results

Servicios Financieros Carrefour achieved its objectives with the campaign, and was so pleased that it worked with Telemail to run the campaign several more times over the course of the year.

The campaign is now one of several jobs that Telemail runs for Servicios Financieros Carrefour on a regular basis. Quantitative results data is not available, however, because Servicios Financieros Carrefour prefers to keep the results data private.

Making a Clear Statement About Company Benefits at Virgin Holidays

Latcham Direct, Ltd.



“Virgin Holidays Benefits Statement”

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

Latcham Direct is a marketing services provider based in Bristol, UK, specializing in large-volume direct mail campaigns. They provide digital printing, print management, Web development, data processing, system integration and end-to-end campaign execution for customers worldwide.

latchamdirect.co.uk

“Our ability to deliver integrated online and offline solutions served our client’s needs and has also enabled us to win more business—increasing our revenues by selling Web solutions alongside digital print and mail.”

– Mike Hughes, Managing Director, Latcham Direct, Ltd.

To help its employees better understand their benefits packages, Virgin Holidays worked with Latcham Direct to develop a multichannel campaign that presented their information in a visually appealing way. The campaign was so well received that Virgin plans to roll it out to other Virgin brands, while Latcham Direct has used it as a springboard to more multichannel work.

Challenge

Helping employees understand and take full advantage of their company benefits is a priority at Virgin Holidays, the travel company within the Virgin Group. The reason is not only to benefit employees, but to raise awareness of the investment Virgin Holidays makes in them and to remind them of the company's core values. To reach their employees in the media they were most likely to engage in, Virgin Holidays specified their "Total Rewards" statements to be a personalized, multichannel experience. The campaign also needed to adhere to Virgin Holidays' brand guidelines; to be accessible at all times from any platform, including PC, mobile phone and tablet; and to be highly secure, to protect against unauthorized access to confidential employee information.

Solution

Latcham Direct developed a campaign that delivered a printed benefits statement and email to each employee, pointing them to personalized microsites optimized for both mobile devices and PCs. The microsite and print piece showed benefits such as salary, number of vacation days and health insurance plan in easy-to-understand, graphically rich formats, from simple lists to animated pie charts, with an exotic holiday getaway theme that was anything but dull. Latcham Direct orchestrated the campaign with XMPie® Circle, using XMPie PersonalEffect® for personalization. Printing was on the Xerox® iGen4® Digital Press with a Xerox® FreeFlow® Print Server and Xerox® FreeFlow Output Manager®. The direct mail pieces used 300 gsm silk stock, and were assembled by hand.

Results

The initial campaign was very well received, and Latcham Direct expects to run future campaigns for other Virgin brands, as well as Virgin Holidays. Employees claim the charts and graphs made benefits easier to understand, and the anytime access on PC and mobile devices, and the opportunities for further discussion via email and Web links, added convenience. Virgin boosted engagement by monitoring who visited their sites and sending followup emails to those who hadn't.

For Latcham Direct, the campaign also showcased the firm's capabilities for integrating online and offline solutions, opening the door to new revenues from selling Web solutions alongside digital print and mail.

Apex Revenue Technologies

[illegible]

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

www.apexrevtech.com

“Apex is leading change in the industry by redefining statement design and messaging, setting new standards for patient revenue results and helping healthcare organizations engage patients in innovative ways.”

– Patrick Maurer, President, Apex

As more U.S. healthcare patients pay their own bills, invoice payments are becoming less predictable for providers. A new Apex billing platform, Apex Connect™, optimizes personalized messaging to create a better experience for the patient while improving financial results for the provider—delivering 10% improvements in both overall cash yield and cost reduction.

Challenge

Recent reforms in the U.S. healthcare industry have resulted in more patients paying their own bills rather than having bills paid by institutions that represent them. As a result, payments are less predictable for providers, who find that costs related to billing are increasing, as are accounts receivables levels, putting pressure on bottom-line financials. Apex determined that traditional, static patient billing is no longer sufficient to address patient collections in this new era. Patients have unique financial needs and preferences that affect how, when and if they pay their bill. Apex believes that, for healthcare providers to optimize their invoicing results, their billing systems needed to reflect this diversity in the patient population.

Solution

To address this market need, Apex created a more dynamic statement platform called Apex Connect. It leverages patient data to output personalized patient statements aimed at driving better financial results for the provider and a better experience for the patient. The entire statement is created dynamically, not just the billing information specific to each patient. The other sections that would typically be filled with boilerplate are dynamically personalized based on the desired results or action providers want each individual patient to take. Apex produces the statements on its Xerox® DocuPrint® MICR and Xerox® DocuTech® HighLight Color Systems, which use a Xerox® FreeFlow® Print Server. Insertion is performed with Pitney Bowes® equipment.

Results

On average, Apex customers using the new billing platform have increased cash yield by 10% and reduced costs by another 10%. Cost reductions are driven by two factors:

- The average percentage of patients using the lower cost online payment option rather than mailing checks has increased by 350% over previous statement designs.
- The number of statement cycles required to elicit payment has been reduced due to stronger messaging and more appropriate payment options designed to inspire more timely payments.

This innovation has enabled Apex to lead change in the industry, to fuel business growth by clearly differentiating the value the firm brings to the market and to help patients find better, more appropriate ways to pay their balance.

Xerox Premier Partners Global Network

This is an exclusive group of the 500+ top print and marketing services providers from around the world—a community of graphic communications companies that leverage the latest Xerox® technology and partner solutions to delight their customers, grow volume and profitable revenue.

The community provides members access to everything from educational and training materials to marketing resources. Members have the opportunity to market their business on the Global “Find A Partner” Portal and also receive special offers and access to research and insights from Xerox and our industry partners. Members are invited to attend exclusive Premier Partner events, often held in conjunction with major industry events and trade shows. These events provide a great opportunity to network with peers, gain valuable industry knowledge and share best practices.

Learn more about the Xerox Premier Partners Global Network
at www.XeroxDigitalHotSpot.com/about