



Located in Cleveland, Ohio, this AlphaGraphics franchise is owned by Brad and Judith Swimmer.

They have been in business for 20 years and migrated over time from black and white analog and traditional offset printing presses to a Fiery Driven™ Xerox® 700 Digital Color Press, Xerox Color 800 Press and two Xerox 4110 digital B&W printers. By adding services such as variable data, wide-format printing and clear dry ink capabilities, they have been able to set themselves apart from their competition with a turn-key approach and a big focus on relationship building and customer satisfaction.

As one of the first Xerox EX Print Server, Powered by Fiery and Xerox Color 800 Press installations in Cleveland, Brad is able to offer his customers the option of exceptional quality short-run color printing using the latest in digital imaging technology as a complement to their offset business.



AlphaGraphics of Cleveland Increases Profits and Customer Satisfaction with Fiery Driven Xerox Printers

Challenge:

AlphaGraphics wanted to stand out from the competition by expanding their offerings with a unique new service to their customers.

The Opportunity – The Clear Dry Ink Advantage

One of the services that Brad's been successfully marketing is the use of clear dry ink as a way to expand his creative offerings and add high value to his customer's printed pieces. The clear dry ink option has allowed him to grow his ad agency business because the quality "blows away" his pickiest clients. He has managed to capture significantly more business from this market segment because the agencies have a high-level of confidence in AlphaGraphics' output capabilities. They now know that he can produce very high-end pieces, whereas in the past they may not have considered him for this type of work. By using clear dry ink to watermark



certain areas for additional impact and by offering a full clear dry ink “flood” coating, he has substantially increased his profitability.

The Solution

“Our decision to purchase the EX Print Server, Powered by Fiery® and the Xerox Color 800 Press was primarily to stay ahead of the technology curve,” says Brad. “One of the advantages of being part of the AlphaGraphics group is that I don’t have to be an expert on every new technology that is introduced. As technology changes, the corporate group is tracking and seeing where the market is heading. I still have to fine-tune their recommendations for my local market, but it helps me make better decisions about what technologies to invest in and what technologies not to invest in. The Fiery server and the Xerox Color 800 Press made sense.”

Solution:

The EX Print Server and Xerox Color 800 Press with the clear dry ink option proved to be an “attention-getting” combination in helping them win hard to get ad agency business while adding incremental revenue to the bottom line.



The Results

In order to help promote the new clear dry ink offering, Brad and his team produced several very impressive sample books. These saddle stitched and spiral bound books have gorgeous, high-resolution images that were printed on various paper stocks to show how image quality can be enhanced with clear dry ink. One application that has proved to be an effective way to showcase this feature is business cards. “We use it on our own cards and for customer cards. They like the ‘hologram’ effect they can get with their logos,” says Brad.

In selling their expanded service capabilities, AlphaGraphics works with their clients to help them solve their business problems. “Part of what we sell is that we are in the relationship business. The goal is not to turn an \$800 job into a \$1000 job and never see the customer again. The goal is to take an \$800 job and produce it for \$600, and then there’s a happy customer. We turn it around quicker so now people keep coming back because they know that we’re looking out for them. That’s one of our main selling techniques.”



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Owner
AlphaGraphics of Cleveland

Results:

By staying ahead of the technology curve, AlphaGraphics produces output quality that “blows away” their customers with the Fiery server and Xerox Color 800 Press. Their turnkey approach and relationship building focus has continued to help them raise the bar on customer satisfaction.



Consistent Color and Registration Every Time

The EX Print Server delivers dependable, high-quality results with Fiery ColorWise™ color management tools. This is very important for an operation like AlphaGraphics, which may get anything from simple PowerPoint presentations to extremely color-critical design work from their customer base on any given day. The Fiery calibration tools are used regularly to keep the color optimized on the Xerox Color 800 press and “it’s very consistent,” says Brad.

With the Xerox Color 800 Press, Brad achieves extremely accurate front to back registration, in fact he says, “It’s the best I’ve ever seen.” This, in combination with the EX Print Server’s intuitive SeeSequence Impose feature and the ability to pre-set and select paper options, has saved him time and money with many of the jobs he regularly produces, including business card runs on heavy stock. “With our old digital equipment, we used to be better off going to press for certain business cards that required precise registration. We don’t have to do that anymore.”



Personalizing for Profit

Variable data printing has been very profitable for his business. Brad offers services he knows his customers can't get elsewhere or easily produce in-house. Because the EX Print Server supports all leading VDP formats, he can confidently provide quick turnaround on client jobs. By leveraging the full imposition support and record level preview available through the Fiery Command WorkStation®, his operator can print jobs at rated speed on the Xerox Color 800 Press without worrying about costly errors that may not have been caught earlier in the production cycle.

With on-site design staff, data base experts and the tools and technology to help clients set up files correctly, AlphaGraphics' staff is an integral part of the relationship equation. "Our staff has been with us forever," says Brad. "They learn the customer, know what the customers want and they'll make sure it's right. They'll work with the customers on how to get files set-up right so that when they're in a rush we don't have to go back and forth because fonts aren't embedded, they missed crops and bleeds or someone downloaded low-resolution art work from the Web. We establish a working relationship and help train our customers."

"We want our customers to understand we're not just a copy shop. We have on-site design staff. We do digital and offset printing. We have a lot of specialty items. We can basically be, within reason, a one-stop shop for all printing needs. If customers aren't sure, they can call us and we'll figure out a way to get it done.

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— Brad Swimmer,
Owner
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