Kellmatt
commercial printing & design

Established in 1991, Kellmatt is a family-run business based in Hertfordshire, UK. Over the past 20 years they have seen their business move from traditional offset to digital. Their services range from design to print with a variety of output offerings including label and self-adhesive printing. As trusted advisors to their clients, Kellmatt works hard to keep pace with technology. They pride themselves on not just order taking but making suggestions for new ideas to meet their client's marketing challenges in creative and innovative ways. Their customer base includes clients in retail, media, confectionary, non-profit, telecom and technology sectors.

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Kellmatt Makes All the Right Moves to Grow and Profit Using Clear Dry Ink on Security and Watermark Projects

A Xerox® EX Print Server, Powered by Fiery,® and Xerox Color 1000 Press used to prevent counterfeit tickets and prize drawings.

Challenge:

In order to keep up with the growing demand for digital output, Kellmatt needed to add additional production capability. With their "problem-solving" approach to meeting customer needs, they wanted to add new services while increasing revenue and profitability.

A Customer-Centric Approach to Growth

In order to keep up with the growing demand for digital output, Kellmatt needed to add additional production capability. With their "problem-solving" approach to meeting customer needs, they often turned to trusted print suppliers and print specialists for custom applications. This meant that even if they could not produce specific work in-house for a client, they would find a way to outsource the job to ensure they delivered a finished product. Kellmatt realized that the requirements for more output had

Solution:

reached a consistent volume, which prompted them to look at expanding their digital print offerings. They started researching different options and decided it made sense to invest in an additional digital printing solution. This meant they could guarantee a very reliable service and have backup with a second print engine.

Kellmatt chose the Xerox EX Print Server, Powered by Fiery, and a Xerox Color 1000 Press. As a Fiery user for many years, adding this combination to their production line-up made sense and provided consistent output across engines. Features such as the Spot-On™ color tool and Fiery SeeQuence Impose allow for easy load balancing between the new EX Print Server and the existing Fiery Driven™ Xerox DocuColor 8000AP. Owner Matt Weir encourages his staff of designers and operators to give alternative suggestions to clients when it can improve a project or save costs. "Have you thought about doing it this way?" is now a common phrase when discussing job details.
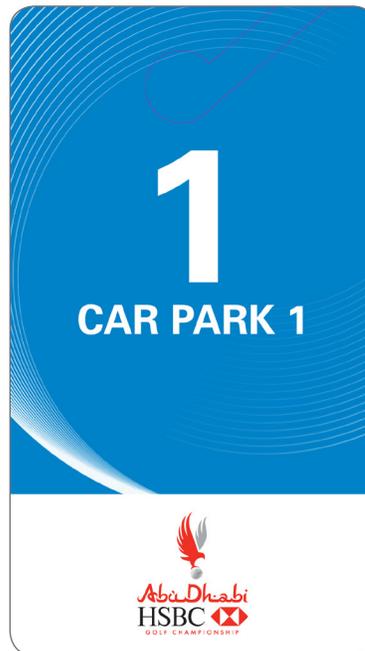
Leveraging Fiery Strengths

With two Fiery Driven Xerox engines, Kellmatt leverages many of the great productivity features on the EFI servers. Using Fiery SeeQuence Suite, a state of the art in-RIP Fiery option for imposition and composition, Kellmatt automates and simplifies document preparation using the intuitive interface on Command WorkStation locally or remotely on any client on the network. This gives them the flexibility of applying the imposition settings while other jobs are being processed and printed in the background, saving precious time. Kelmatt relies on the Fiery Spot-On feature to take the guesswork out of color matching. They can easily define or modify spot colors with the intuitive interface so that customer logos and other spot colors always print correctly. This gives color consistency, even between their different engines, and allows Kellmatt to confidently guarantee color results to their clients.

Automation with Fiery Hot Folders gives the production staff the ability to drag and drop jobs with identical layout and setup requirements. This functionality ultimately allows them to spend more time on valuable customer service needs and less on redundant and repetitive tasks, saving time for Kellmatt and money for their customers.

Clear Dry Ink Keeps it Real

The clear dry ink option on the Xerox Color 1000 Press has provided Kellmatt with new opportunities to help add value to their customers' projects. Several of their clients are now using it as a security watermark for prize draws and for personalized numbered tickets for sporting events. Using clear dry ink for a print run with a limited number of tickets means no counterfeit tickets can be produced, since clear dry ink can't be copied. This guarantees the integrity of the tickets for the client. It also extends Kellmatt's capabilities and allows them to work more closely with clients in a consultative manner with suggestions for alternative ways to produce security-critical projects. All of this adds up to better customer service and loyalty.

Amazing Speed

"The increase in productivity with the EX Print Server and the Xerox Color 1000 Press combination has enabled us to produce far more work, which you can tell by our increase in print volume," says Matt. In the first eight months of production with the new system, they ran 734,000 pages—a 400 percent increase in production. Kellmatt prints both simplex and duplex regularly on heavy weight stock (350gsm). "We have done some checking on the time taken to print on very heavy stock, as it is important to us. The EX Print Server and Xerox Color 1000 Press combo produces one single-sided page every second and one duplex page every three seconds on 350gsm, which is fantastic." The Fiery advanced queue management capabilities help eliminate bottlenecks to the Xerox presses and minimize downtime. "Fiery throughput capability allows us to drive our engines at capacity, even on complex data-intensive files." This means fast, error-free printing, more jobs per hour and ultimately more profit for Kellmatt.

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— **Matt Weir**
Owner and Managing Director
Kellmatt Ltd

Results:

Kellmatt sees a 400% increase in production. In the first eight months with the new system, the Xerox EX Print Server, Powered by Fiery and Xerox Color 1000 Press, produces an amazing 734,000 pages.

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