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Even though the Bank of England has upgraded its growth forecast for the UK economy, it will still take some time for this optimism to translate into a tangible increase in trade that smaller businesses, in particular, will notice. Many professional printers are already feeling the squeeze and have experienced a decline in business as a knock-on effect of their own customers' businesses facing tough times. However, looking forward to the promised economic turnaround, some printers are considering how a digital print device could complement their existing investments in litho printers to drive new business.

Invest in a Digital Colour Press

You may question the logic of investing in new equipment in the current trading conditions. New print solutions, however, open up new revenue opportunities and can bring life back to a business that is stagnating. We have spoken to many professional printers who have reported that investing in a digital printer - like the Xerox C75 [digital colour press](#) or Xerox J75 digital colour press - has enabled them to expand their service offering. Not only has the presence of a digital device brought in new short run business, many have said that existing clients are now sending even more print work their way. Clearly, digital print is an attractive solution for both the printer and the customer, not least because the image quality digital can achieve today shows no compromise over litho printing, but also because it is more cost effective.

The benefits of using a Digital Printing Solution

There are further benefits that can be transferred back to customers. We recently spoke with Ireland-based Cloud 9 Graphic Solutions. The team explained to us that now they have a digital Xerox printer, they can be more flexible with the production of marketing mailers. Rather than print 40,000 generic marketing mailers for a customer, today they work with them to break-down the demographic of who the customer wants to target and where. Now that the mailers are much more focused, they only need to print 10,000 personalised mailers for well-qualified prospects. This costs the customer less

and, because it is personalised, it actually achieves a better success rate than a bigger, broader mailing. And, because these tailored campaigns are more successful, the customer comes back to Cloud 9 with repeat business. The team at Cloud 9 also explained that a further benefit of investing in a digital printer was that they could produce everything in house. This ensures they maintain quality control, but it also meant their outsourcing bills have, in their words, "...hit the floor." So, a great proof point of how digital can help sustain business and lower costs.

It may be sometime before the economy recovers and brings back the business and consumer confidence we all desire. But in the meantime, as Cloud 9 and other printers demonstrate, now could be an excellent time for many printers to consider the revenue generation and cost savings made possible by adding a digital device to their print fleet, to extend their current service offering and make it even more attractive to new and existing customers.

