

# “AD Imaging Solutions” reduces turnaround by up to 40% with Fuji Xerox’s Color 1000 Press.

Founded in 2001, “AD Imaging Solutions” is a leading digital print provider which offers one-stop integrated design and print services.

Innovation has been the key driver behind “AD Imaging Solutions” success. Always forward-looking, they constantly invest in cutting-edge technology to meet customers’ changing demands for quicker turnaround, print quality as well as flexibility, all at a competitive price.

“We chose to work with Fuji Xerox because they have the most comprehensive portfolio of digital presses in the market. I am also very impressed by the Fuji Xerox’s Team. They don’t just provide me with professional service and support; they also go the extra mile to help me capture new business opportunities.”  
says Alex Ng, Managing Director, AD Imaging Solutions.



“The Variable Data Printing and Clear Dry Ink capabilities of Color 1000 Digital Press are very well received by my customers. We have been receiving enquiries on the two applications.”

Alex Ng  
Managing Director  
AD Imaging Solutions

## The Challenge

### Rapid Business Expansion which created a production bottleneck

“AD Imaging Solutions” has done exceedingly well in the last 10 years, creating a surge in print volume which exceeded the capacity of their current digital color press – DocuColor 5000. The result of this surge was a permanent production bottleneck.

## At A Glance

### The Challenge

- Rapid Business Expansion leading to bottleneck.
- Volume exceeding capacity of main production color printer.
- Loss of productivity and efficiency.

### The Solution

- Color 1000 Digital Press with FreeFlow Print Server.
- XMPie which offers Image & Text personalization.

### The Results

- Shorter turnaround time; Higher Sales Revenue.
- Job turnaround time greatly reduced by 30-40%.
- Turnover volume increased by 75%.
- Revenue increased by approximately 20%.

#### AD Imaging Solutions:

Blk 11 Kallang Place #06-07  
Tel: 6229 2728

Website: [www.adimaging.com.sg](http://www.adimaging.com.sg)

# The Solution

## Color 1000 Press and FreeFlow Print Server to increase productivity and facilitate business expansion.

To address the issues, the Fuji Xerox's team proposed a solution comprising of the Color 1000 Press with FreeFlow Print Server, and XMPie uDirect Studio.

### Color 1000 Press with FreeFlow Print Server:

With a print speed of 100 pages per minute on all substrates and an average monthly volume capacity of 150,000 to 400,000 pages, the Color 1000 Press doesn't just resolve "AD Imaging Solutions'" existing capacity issues, it is also able to cater to their future expansion plans and improved productivity by reducing job turnaround time by up to 40%.

While meeting these objectives, the state-of-the art Color 1000 Digital Press, also helps "AD Imaging Solutions" to widen their offerings with new applications such as personalized Direct Mailers, Calendars, name cards, brochures and explore new design options with Clear Dry Ink effects etc.

### • Quality production in a shorter time

With a color print speed of up to 100 pages per minute on all paper stocks of up to 350gsm, the Color 1000 Press makes producing quality prints a breeze.

### • Ability to print on a wide range of print medium

The Color 1000 Press supports wide media latitude, including heavy-weight, coated stocks and specialty media substrates, to deliver smooth, crisp and clean output at production speeds.

### • New applications such as personalised direct mail or postcards

With XMPie uDirect Studio, AD Imaging Solutions can now offer personalized, photo-rich and data-driven graphs and charts such as company brochures and newsletters as part of their service.

### • Greater design creativity

The optional Clear Dry Ink station allows artistic effects, photo or logo highlights and watermarks to be created and bring prints to life.

### XMPie uDirect Studio:

XMPie uDirect Studio is a powerful all-in-one Variable Data Printing (VDP) solution that includes image and graphic personalization with dynamic charting, while using simple data sources such as Microsoft Excel® spreadsheets.

With XMPie uDirect Studio, AD Imaging Solutions is able to expand its business offerings to include personalized marketing offerings with impressive personalized images and text.

# The Results

## Shorter turnaround time, Higher Sales Revenue

Within a short span of just 3 months, AD Imaging Solutions is already seeing positive results with the new solution.

- Job turnaround time is greatly reduced by 30-40% - it used to take them about 1 hour to complete a simple print job but now, it only requires 30 mins to complete the same job.
- Turnover volume has increased by 75%.
- Revenue has also increased by approximately 20%.

For more information, visit [www.fujixerox.com.sg](http://www.fujixerox.com.sg).

