

Using Digital Printing to Grow Business Revenue by 20% and Reduce Costs by 40%



“To meet the changing market needs and to grow our business portfolio, we implemented digital printing technologies in our offset printing environment twelve years ago. Fuji Xerox has helped me to take the first step into the digital printing business.

We have not only expanded our product offerings through hybrid applications, increase revenue by 20% but have also saved around 40% in costs through using digital on short print run jobs compared to printing on offset.”

- Junia Phua
Managing Director
Generic Print Private Limited

Background

Established in 1994 as a small graphics company, Generic Print Private Limited has developed to become a comprehensive service print provider, handling end-to-end print job workflow for their customers. With the mission to serve its customer with commitment and passion, Generic Print invests continuously in upgrading their print technology. From small beginnings, Generic Print has grown its business exponentially and established itself as being both reputable and a leading name in the graphic communications industry.

The Challenge

Starting out as an offset printer, Generic Print quickly identified that to compete they would have to keep pace with the fast changing needs of their customers.

Today, customers' expectations are increasing and they demand more sophisticated printed products at smaller print runs and lower costs.

Junia Phua, Managing Director, Generic Print, understood the need to restructure his business model to

differentiate his service offerings in what is perceived as a commodity services market, reduce operational costs, meet the growing demand for short-run printing and improve productivity in a demanding environment.

In 2000, Generic Print invested in the first digital machine, a Fuji Xerox C1250. Overnight this device created new business opportunities for the company and allowed Generic Print to tap into new markets, producing short run prints efficiently and economically.

The Solution

To stay ahead, Generic Print upgraded its printing technology with investment in state of the art machines. It implemented the Fuji Xerox Color 1000 Press. The Clear Dry Ink capabilities enable spot finishing and graphic effects that add value to sales collateral, direct mail, photos and other print applications.

XMPie was also implemented to enable one-to-one variable data management to produce customized collateral and to automate document workflow.

The Results

Growing the Business

With the future scale and growth in mind, the Fuji Xerox team has helped Generic Print attract customers and generate 20% more revenue through expanding the product offerings and differentiating itself in the marketplace, break into new markets, evaluate and adopt the latest printing innovations.

“Our confidence in pitching our products to potential customers has increased with the implementation of the Fuji Xerox Color 1000 Press,” said Junia Phua. “We are now able to meet the requirements of our customers by turning around jobs within 1-2 days compared to 3-5 days with offset technologies.”

Expanded Product Offerings

The Fuji Xerox Color 1000 Press has further helped broaden Generic Print’s product offerings with variable data printing to include personalization, barcodes, QR codes, etc.

The company now has the ability to combine the best of both digital and offset print technologies and provides a wide range of high-value applications such as photo books, booklets, calendars, personalized direct mailers, and more.

The flexible digital printing capabilities enable small volume print which can be delivered in a range of media handling, from a lightweight 55gsm to a hefty 350gsm.

Reducing Costs

Generic Print has also reduced its operating costs by 40% with the use of digital printing technology compared to offset technology for short print run jobs.

Maintaining Business Uptime

Understanding that productivity is the name of the game in the industry, the design of the Color 1000 Press allows Generic Print to quickly and easily carry out routine maintenance tasks, optimize available press time and ensure the highest level of image quality all the time. Backed by the reassurance of the Fuji Xerox Online Support Centre, Generic Print enjoys increased business uptime through using the Fuji Xerox Customer Support Advantage. Key services provided include 24/7 internet support (access to the industry’s most comprehensive support information), LogMeIn Rescue, a real-time remote access tool allowing a Fuji Xerox support engineer to initiate an online session with customer to resolve the issue on their desktop, as well as on-site engineer support.

Case Study Snapshot

The Challenge

- Customers are demanding more diversified range of products in smaller volume and lower costs
- High operational costs for growing trend in short-run printing

The Solution

- Fuji Xerox Color 1000 Press with Clear Dry Ink capabilities
- XMPie solution that enables variable data printing and improves productivity by producing optimized print-ready files for production
- Business Development Services by Fuji Xerox to help Generic Print to continue to grow their digital business

The Results

- Reduce turnaround time from 3-5 days in offset environment to 1-2 days per job with digital printing technology
- Reduce 40% in costs for using digital printing vs offset technology
- Increase business revenue by 20% with digital printing
- Expand product offerings through hybrid applications



For more information about Generic Print services, please visit <http://www.genericprint.sg/>

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