

The Journey from 1 to 8 Print Shops and 20% Year-on-Year Growth – all in 8 Years!



“Over the years, the Fuji Xerox team has provided me with outstanding support. They have helped me in my business expansion plan by identifying new opportunities for my business growth. The team has also helped me understand how to leverage on new and different types of digital printing technologies so that we can continue to build on our competitive advantage.”

– Christopher Toh
Executive Director
Xorex Press

Against the backdrop of today’s ultra-competitive print industry, this is the remarkable story of one company that had leveraged on digital print technologies to carve a niche for themselves by providing high-quality prints in fast turnaround time for businesses, consumers and students. It is a strategy that has proven to be a highly successful one.

Background

Xorex Press (Xorex) was set up in 2004 by former teacher and operations manager, Christopher Toh. It found its niche by providing fast turnaround print and finishing services to walk-in students, whose project grades are highly dependent on the quality of the print and finishing they choose for their work.

Xorex Press today provides services to both corporations as well as retail customers. The majority of their walk-in customers comprise of students who often have to submit their project within 30 minutes of arriving at Xorex’s print shop. “In addition to providing a wide range of high-quality print and

finishing services in the fastest possible time, proximity to the students and convenience for them are also critical success factors for us.” said Christopher.

Challenges

Xorex has to cater to the different types of customers’ requirements – for the students, the turn-around time for high-quality print and finishing have to be done within 30 minutes of them stepping into the shops.

To ensure business growth and attain more repeat customers, Xorex also has to provide a very wide range of printing services such as large format scanning and printing of construction drawings, printing of namecards, posters of different sizes and on a wide selection of substrates.

Achieving cost-efficiency is also crucial to maintain the healthy profitability of the business. Xorex also has to plan and implement the optimal way to channel and divert high volume print jobs to a higher-end production printer and how to meet low volume on-demand print requirements.

The Solution

Investing in digital print solutions was the natural choice, allowing Xorex to keep pace with their customers' demand for fast turnaround, short-run and high-quality jobs.

In catering to a range of differing customer requirements, Xorex established and has maintained its print quality standard through the implementation of a fleet of Fuji Xerox solutions (digital color presses, professional color printers, high volume monochrome printers, large format plan printers, photo book kiosks etc).

To ensure consistent high-quality color print output, Xorex implemented DocuColor 1256, DocuColor 1257 and DocuColor 1450 printers in the various outlets. This ensures that they can meet the demanding standards of their customers regardless of which outlet they visit.

Xorex also has a satellite setup where high volume prints are routed to the Fuji Xerox Color 1000 Press in their headquarters, and low volume print jobs fulfilled at the retail outlets.

An online ordering solution was also implemented to provide a seamless end to end solution allowing customer to control the entire print lifecycle from online ordering to printing, through to collecting their work at any convenient outlet. It allows Xorex to accept orders online 24 x 7, and this has helped generated even more business opportunities for the company.

The Fuji Xerox business development team also provided a range of value-adding business development services, supporting Xorex to achieve their business expansion targets. Besides introducing Xorex to a network of key business contacts for business opportunities, the Fuji Xerox team continues to offer guidance to Xorex on product selections and expansion of services to meet their different customers' needs.

Broad, Significant Benefits

Through the adoption of careful planning, identification of a unique but growing customer segment and partnering with the right solution provider, Xorex has demonstrated that tangible and repeatable growth is possible in a highly competitive and price sensitive market.

The company grew 20% year on year, and achieved its best performance in 2012 with 30% year on year revenue growth.

"I have constantly been approached by many competitors of Fuji Xerox over the years. However, it has never crossed my mind to meet up with any of them. I am very satisfied with the service level and partnership with Fuji Xerox and have no confidence that other companies will be able to support us the way how Fuji Xerox has done for us."

"Xorex" (read zhuó yuè) is a direct translation of 卓越 which means "superior". I believe that in order to continue to grow in this industry and to be 'superior' in our services, it is important to have a reliable business partner. For us, the partner is Fuji Xerox." said Christopher.

Case Study Snapshot

The Challenge

- Fast turnaround time (often within 30 minutes) for walk-in students
- Have to produce different types and volume of print jobs in the fastest time without compromising quality
- Have to cater to varied needs of corporations and retail walk-in customers

The Solution

- Implemented DocuColor 1256, DocuColor 1257 and DocuColor 1450 printers in the various outlets for print and finishing consistency
- Online ordering solution to accept orders 24x7 and customers can pick up their print jobs at any outlet
- Color 1000 Press to handle high volume print jobs to boost productivity
- Business development services from Fuji Xerox to support Xorex with their business expansion plan

The Results

- Improves productivity with high volume printer Color 1000 Press
- Meet and exceed business targets (20% year on year growth) with the right combination of technology and business development services mix in partnership with Fuji Xerox



For more information about Xorex Press services, please visit <http://www.xp.com.sg/>

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