DesignMerge® Case Study
DocuColor 6060 and DesignMerge Windows w/VPS Driver Meet New Method Marketing Needs

Description

Xerox DocuColor 6060 and DesignMerge Windows with VPS driver, provide New Method Marketing (NMM) variable data printing capabilities for postcards, sell sheets, flyers, brochures, business cards and more.

Permission

New Method Marketing (NMM) has granted permission for the use of this case study for general information purposes to DesignMerge partners and interested parties. For more detailed information, or to request New Method Marketing printing and fulfillment, contact Bruce Rogat at (303) 799-6090.

Overview

NMM has the opportunity to produce variable data postcards for realtors, on a national scale. The postcards are based on pictures and information pertaining to sales reps, their contact information, current inventory, and a database of recipients. The design is created in QuarkXPress on a Windows workstation; to simplify output and in-house knowledge, NMM wants to remain in the Windows environment for production. The Creo Spire is the DFE for the DocuColor 6060; VPS is the desired output format.

Sample of the output:

"In delivering this application to realtors, such as Coldwell Banker and Re/Max, we turned to Xerox for their experience and reputation," says Bruce Rogat, owner of New Method Marketing. "We have met the customers' expectations and are seeing a rapid expansion in our digital print business. We have just installed our second DocuColor 6060 after only four months of operation with the first DocuColor 6060. DesignMerge has played an important role in a smooth transition from traditional offset printing to the world of variable data digital printing. Many of our realtor clients have responded by praising our new products and the quality that goes along with them. The combination of the DocuColor 6060 and DesignMerge has also allowed us to save over $10,000.00 per month in actual labor costs. We couldn't be happier!"

Client Needs Assessment

1. Windows-based VPS workflow
2. Files originate in QuarkXPress; maintain XPress-centered workflow
3. Postcards are printed duplex
4. Productivity to handle volume upwards of 200,000 records/week
5. Client needs flexibility to mix Type 1 and True Type fonts

"After discussing the needs and goals with Bruce, we developed a plan around the DocuColor 6060 and recommended DesignMerge as the VI software for its ease of use and fit into NMM's existing workflow," said John Baller, sales representative for Xerox.

Application

This is a new VI application and offering for NMM. Prior to this product, NMM capabilities focused around traditional offset printing.

DesignMerge Solution

DesignMerge meets all of the client needs outlined above:

1. Windows-based VPS workflow — DesignMerge.
2. QuarkXPress-centered production — using DesignMerge Windows and the VPS Windows Driver, NMM is able to maintain their existing workflow and create the VPS files from the supplied XPress layout.
3. Postcards are duplex — printed front and back and multi-up per page, NMM has the option of creating the duplex and the multi-up sequence in DesignMerge, or doing so on the Spire.
4. 200,000 records/week — with the ease of use and productivity of the solution, the 200,000 printed pieces are now a reality.
5. Type 1 & TrueType Font support — DesignMerge w/VPS Driver has the option of downloading the fonts for each job. Using a Meadows technology called "Font Collector", DesignMerge embeds the fonts into the VPS files. Or, the user has the option of disabling this feature and loading the fonts directly to the RIP.

"We had a few technical difficulties with the font downloading," says Ken Hopkins, lead Xerox analyst for NMM, "but the team at DesignMerge responded quickly to resolve the issues and keep us moving forward".

Future

New Method Marketing has achieved their goals and production has ramped to the point of growing the infrastructure to support demand. Variable Data printing serves as the growth engine for that success. They now have the production capabilities to double their business during the next year.

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