

# Unleashing potential with quality, not just quantity: the Xerox® iGen® 5 Press.

“The bottom line is, I buy Xerox products because it’s what makes sense for my business and my customers.”

– Terry Smith  
President, Printedge

## THE CHALLENGE

Printedge has always been a business focused on innovation and producing unique, high-quality applications for clients ranging from universities and healthcare companies to restaurants and real estate firms.

To continue to liberate the company’s potential for growth, owner and founder Terry Smith needed a reliable digital production press that could meet the needs of his business in terms of productivity and uptime while continuing to exceed customer expectations in terms of print quality and application offerings.

## THE SOLUTION

After comparing the technology available, Smith decided to stick with the family of presses that helped build Printedge over the years and chose the Xerox® iGen® 5 Press. Always impressed by the uptime of the iGen® family, the extended gamut with the optional fifth print station proved a game changer and essential in consistently hitting his clients’ brand colors on a wide range of applications such as Direct Mail, product brochures, instruction and operation manuals, promotional collateral and especially color-critical branding sheets.

Plus, the ability to print on larger sheet sizes and thicker stocks opened the door to providing more options and adding even more value for his customers.

## THE RESULTS

- Maintained the company’s reputation and focus on quality, avoiding the label of a commodity printer
- Demonstrated transformational efficiencies they didn’t realize were possible by eliminating the need to print short runs on offset to hit clients’ brand colors, with the additional fifth color providing the ability to produce a wider range of PANTONE® colors
- Increased margins and revenue with added-value capabilities such as Clear Dry Ink
- Identified new ways of working and communicating through the ability to print on oversized sheets and thicker stocks



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**FOR PRINTEDGE, LESS IS MORE.**

Since the doors opened in 1976, the Knoxville-based company has taken a unique approach to production printing. Their official goal of “manufacturing and distributing marketing tools” seems straightforward enough. But their commitment to producing truly unique, innovative applications over monster monthly print volumes has established them as a leader—both in the marketplace and among their loyal clientele.

It’s an approach that directly reflects the business philosophy of owner and founder Terry Smith. It’s part love of the craft, part appreciation of a healthy work-life balance, and all driven by an allegiance to whatever technology and equipment is best suited to exposing new opportunities.

**UNLOCKING POTENTIAL WITH THE NEXT GENERATION OF XEROX® IGEN®.**

When it came time for Printedge to invest in a new digital production press, Smith began by looking at the newest member of the Xerox® iGen® family that had served him so well for years. After all, he had broken into the short-run digital market with the Xerox® iGen3® Press and later upgraded to the Xerox® iGen4® Press to keep up with direct mail demand. This time, he had his sights set firmly on print quality.

“Sure I was wined and dined looking at competitive equipment, but the bottom line is that not a single output looks better than what’s produced with the iGen 5.”

In addition to being extremely impressed with the output quality of the iGen® 5, going so far as to claim that it consistently meets or exceeds what he’s able to produce with his top offset presses, Smith also cited uptime as a major factor in his decision. He can count on one hand the number of times in the last decade one of his iGen® presses has been down overnight. Giving him the freedom that comes with peace of mind.

“If there is an issue with any of my iGen presses, it’s pretty rare that more than four hours go by before someone is out to help.”

**ONE EXTRA COLOR. ENDLESS POSSIBILITIES.**

In today’s competitive market, benchmark print quality and reliability are table stakes. The real draw for print producers like Printedge is features that allow them to deliver added value to customers. Smith was drawn to the extended gamut that became possible with the addition of a fifth print station. It’s proven extremely useful in hitting the University of Tennessee’s signature orange (or as it’s more affectionately referred to: PANTONE® 151) and allowed them to add the power of personalization that wasn’t possible on offset.

“There was a time we’d have to run our digital short runs on offset to consistently match our clients’ brand colors. With the iGen 5 and the fifth print station, there’s no need for that extra step, which helps save us time and money.”

While supplementing CMYK with orange has made color matching easier, the option to use the fifth station for Clear Dry Ink has also sparked interest and demand from customers. They love the added touch of sophistication they see in their applications, and Printedge enjoys the boost in revenue from selling that added value.

**FINDING FLEXIBILITY IN LARGER, THICKER STOCK.**

Another feature that intrigued Printedge is the range of stocks they can run on the iGen® 5. For a business built on creating original, unique applications, the larger sheet size (14.33” x 26” / 364 mm x 660 mm) coupled with the ability to print on up to 24 point (610 microns) stock has opened the door to new possibilities and created another high-margin set of offerings such as packaging, table tents, high-end ultra thick business cards, attention getting direct mail postcards and point-of-sale signage.

**SAVE THE DAY ONE APPLICATION AT A TIME.**

For Smith, in the end it’s all about finding your niche, marketing to the right audiences and investing in the technology that helps you do what you do best.

“You want every client to say, ‘we don’t know how they do it, we just know that they do it.’ The iGen 5 is integral in making that happen and making clients think we’re Superman.”

But even superheroes need a sidekick, which is why Printedge continues to partner with Xerox to eliminate the boundaries that exist between the physical and digital worlds with transformational offerings.

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