

# Transforming today to unleash future potential with the Xerox® iGen® 5 Press.

“The efficiency and application flexibility of the Xerox® iGen 5 Press is great for today, but it’s even better for tomorrow.”

– Leigh Busch  
Vice President, National Operations  
DATA Communications Management

## THE CHALLENGE

Even as one of the largest production printers in Canada, DATA Communications Management had ambitious plans for growth. They wanted to drive up print volumes and expand their digital business by increasing efficiency and enhancing their offerings. Essentially, they wanted to do more—faster.

The goal was to harness the power of digital technology to improve the way they work and enable them to produce new applications, enter new markets and ultimately offer their customers more options in the future.

## THE SOLUTION

A longtime partner of Xerox, DATA saw the iGen 5 as the next generation of the technology they knew and trusted. Differentiators included the extended gamut with the optional 5th print station (Orange, Green and Blue Dry Inks) that supplemented CMYK and allowed them to hit PANTONE® colors without the need for offset. The Thick Stock kit also allowed them to print on stocks up to 24 pt (610 microns), which streamlined much of the work they were already producing and gave them the freedom to pursue new applications and revenue streams.

The iGen 5 became part of an automated, end-to-end solution that included Xerox® FreeFlow® Core and inline finishing to transform processes.

## THE RESULTS

- Produced a combined count of more than 2 million clicks per month with three iGen 5s
- Eliminated the need to print short runs on offset to hit clients’ brand colors, as the additional 5th color has provided the ability to produce a wider range of PANTONE® colors
- Improved ability to print on specialty substrates, including flexible vinyl, textures and linens
- Bridged the gap between physical and digital production processes, enhancing the entire production room as a whole
- Opened the door to expand into new applications and markets, such as short-run digital packaging



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### CONTINUING A TRADITION OF GROWTH.

Established in 1959, DATA Communications Management has grown to become one of Canada's largest integrated print services providers and the top digital printer in the country. They employ approximately 1,400 people across several locations and nearly 200 at their Mississauga facility, which serves as their digital headquarters.

The company's impressive growth has come down to a keen eye for acquisitions and a model focused on fast turnarounds, customer service and relentless transformation that keeps the business running like a well-oiled machine.

### GOOD FOR TODAY. GREAT FOR TOMORROW.

When it came time to add some digital horsepower to their production floor, DATA wanted a press that could help unleash their potential—improving the work they were already doing while opening the door to new areas and applications. The iGen® 5 checked all the boxes.

**“We’ve partnered with Xerox for years and were very familiar with their equipment, and the iGen 5 represented the next generation. The combination of the speed we were familiar with and the ability to consistently hit PANTONE® colors was huge for us.”**

Since new features are continually being developed, they viewed their investment as future-proof because it could grow and evolve with their business.

### SPOT-ON COLOR MADE EASY.

One of the key differences enjoyed by both DATA and their customers is the jump in print quality and color matching, thanks to the extended gamut with an additional 5th color.

The ability to match brand colors digitally has allowed jobs that would only be possible on offset to be produced on demand and include personalization and variable content. Their customers get the same quality at a lower cost, and DATA has been able to reduce obsolescence and eliminate pricey warehousing fees. Plus, the additional feature doesn't restrict productivity on the floor.

**“We’re very happy with the 5th color. And switching it over only takes around a half hour; 20 minutes to replace and 10 minutes to calibrate.”**

### SIZE MATTERS.

The flexibility in paper sizes and finishing options also proved to be a huge upgrade for the types of applications DATA produces. Integrated finishing options allow them to dramatically shorten turnaround times for the 8.5" x 11"/A4 presentation booklets that were previously finished offline. And the 26" (660 mm) sheets are perfect for six-panel brochures, which were traditionally produced on offset.

They have also been impressed with the print quality on specialty stocks, such as flexible vinyl, textures and linens, which can be tricky to produce.

### EFFICIENCY FROM START TO FINISH.

The iGen 5 is just part of DATA's story. They've worked with Xerox to develop a streamlined, end-to-end solution that drastically reduces human intervention and errors while maximizing productivity.

Xerox® FreeFlow® Core bridges the gap between the analog and digital world by automating prepress tasks, while rule-based automation helps save time and simplify routine processes across a range of applications. And a variety of inline finishing options keeps each job running smoothly. We even partnered to develop a custom quality control process.

**“The iGen 5 has helped streamline the end-to-end process for sure. But because we’re not restricted to running certain types of jobs on specific equipment, it’s actually helped streamline the entire print room.”**

### A LIMITLESS FUTURE.

The iGen 5 has proven to be a solid investment for DATA Communications Management. In fact, they're currently running three of the presses along with a pair of Xerox® iGen4® Presses at their Mississauga location. While they've experienced immediate improvements in uptime, efficiency and print volume (booklet making in particular), they have their sights set firmly on the long game, which will soon include short-run digital packaging and using Clear Dry Ink in the 5th print station to expand application offerings even further.

**“The Xerox® iGen 5 helps grow the business on a higher level, beyond just direct clicks and production, as a more well-rounded print production partner for our customers.”**

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