

Unique personalized stickers generate new market for label printing.

K-Print Co., Ltd.



Synchronskin

Best-of-the-Best Program
Winner—Digital Trailblazer

Xerox Premier Partners
Global Network



K-Print generates buzz for business with exciting, new application.

K-Print always tries to stand out from the crowd by developing new applications—and new markets for their printing capabilities. When they developed Synchronskin, they knew they had something special.

Challenge

K-Print Co., Ltd., prides itself in constantly seeking fresh opportunities to showcase their robust printing capabilities by creating brand-new applications. When it came time to develop their next new product, they wanted to generate aggressive sales and widen their customer base in both the business-to-business and business-to-consumer markets.

The winning idea they came up with was called Synchronskin, a personalized skin sticker for smartphones and LCDs. In order to bring this new application to life, however, a lot of groundwork and integration had to happen first.

Solution

Utilizing their strength in product development, production and sales, K-Print first designed a one-stop online shop that consolidated their entire business workflow—from planning and design to order processing, product printing and shipping. The website streamlined transactions between K-Print's creative and accounting teams and consumers with their specific design requirements.

Next, they developed the Synchronskin application. Once on the website, customers could choose from ready-made design options, or easily upload an image to create a truly personalized Synchronskin. What's more, apart from the printed sticker for smartphone devices, Synchronskin included a QR barcode which led to a Personalized URL (PURL) where users could download the sticker design

for their desktop wallpaper. Apart from the unique design, K-Print also ensured that Synchronskin could be easily removed without leaving adhesive materials on smartphone surfaces.

Combining the advanced capabilities of the Xerox® Color 800 Press with a laser die-cutter, K-Print created Synchronskin as an affordably priced, print-on-demand product, even for small orders. This integrated technology also made it possible to produce the product packaging in-house.

“The Xerox® Color 800 was the perfect production press for this new application—from the color quality it delivered to handling the exact substrate we needed.”

—Satoshi Ohi, Director

Results

Selling personalized stickers online was a new and risky venture in the digital printing industry. Thanks to K-Print's skill and teamwork, the risk paid off and the sales of Synchronskin have increased steadily from month to month. One satisfied business owner reported, “It has been easy to manage our stock of Synchronskin products since K-Print accepts both very large and small orders—even if

K-Print Co., Ltd.

Founded in 1980, K-Print Co., Ltd. offers a versatile combination of offset capabilities, color digital printing, and finishing services. The company's forte lies in short-run, print-on-demand requirements, particularly computer-aided design (CAD) package printing. With these resources, the firm contributes effective direct marketing solutions to its clients. K-Print's client base ranges from insurance companies to educational institutions, in addition to various businesses throughout the Tokyo Region.

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the order is just for one piece.” Customers have also been very satisfied, with one saying, “Synchronskin allows me to make my own design with original images for a one-of-a-kind smartphone. How cool is that?”

Synchronskin has also proven to be a powerful self-promotion mechanism for K-Print, generating buzz among even the most skeptical customers and opening up new business opportunities. The K-Print brand has now become synonymous with fresh concepts, impeccable execution, and an ingenious combination of analogue and digital media.