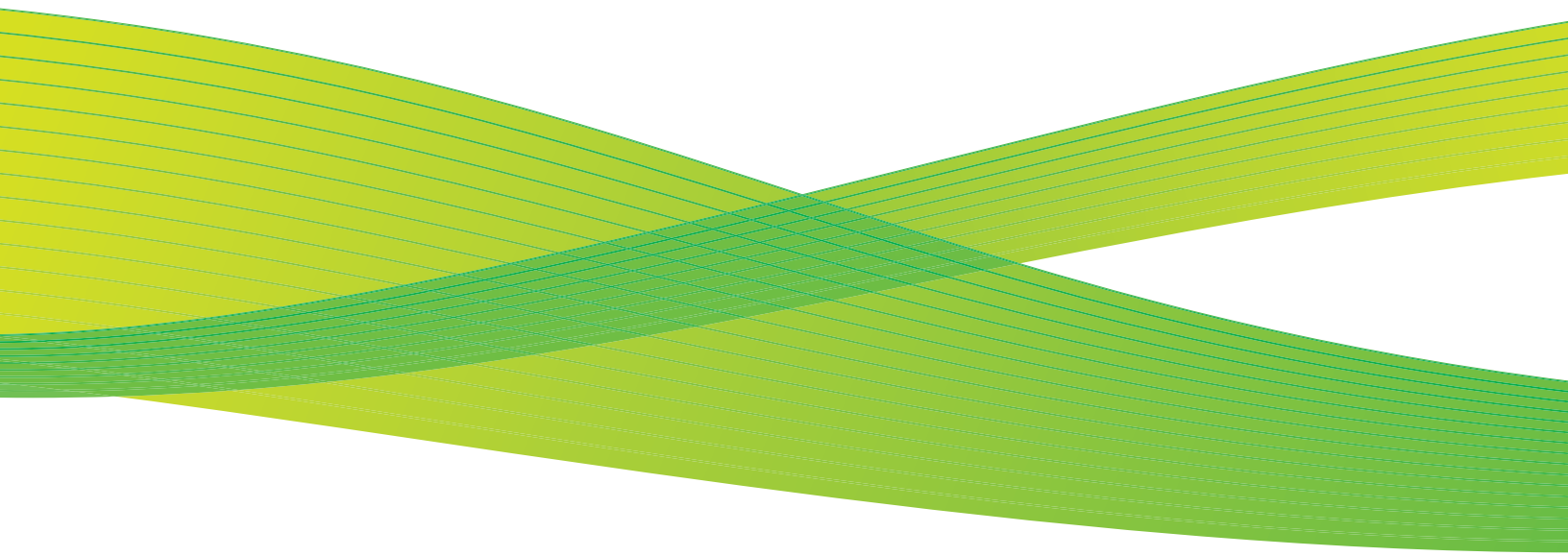
SendOutCards Case Study.

Enabling high-volume speed and high-quality for one-of-a-kind results.



SendOutCards®



Pictured left to right in the production facility: Steve Diamond (director of production), Kody Bateman (CEO and founder), and Sam Robinson (vice president of operations/COO).

SendOutCards

Since its beginnings in 2001, SendOutCards has produced and mailed more than 50 million personalized greeting cards—and for every one of them, it's counted on Xerox digital printers.

Located in West Valley City, Utah, the company employs more than 100 permanent workers as well as dozens of seasonal workers during its busiest times. While it has been recognized as one of Utah's 100 fastest-growing companies, the reach of this online greeting card and gift company extends around the world.

SendOutCards has turned a simple concept involving online ordering, digital customization, and workflow automation into a multimillion-dollar success. While its equipment and processes are high tech and state of the art, its results are highly personal. So, too, is its relationship with its digital printing equipment partner.

"We've counted on Xerox since day one to give us the quality and productivity we need," says Diamond. "As our volumes have grown, Xerox has worked with us to reach new levels of success. I can't wait to see where we go together from here."

Challenge

SendOutCards may not have set out to change the greeting card industry, but its unique business model promising quick turnaround, high quality, and ultra personalization has really resonated with customers—resulting in growing demand.

The company is dedicated to "changing lives, one card at a time." Using an easy online ordering process, customers select a card, upload a photo, type a message, and click send. The company prints, stuffs, stamps, and mails the resulting personalized greeting card the next day—all for less than the average price of a retail card.

For customers, it's a simple process. For SendOutCards, it's a huge business success. So huge, though, that demand outpaced the capacity of its entry-level Xerox production printers. The company needed a high-volume solution that could also live up to its high-quality customer promise.

Solution

In 2007, SendOutCards replaced three lower-volume Xerox printers with two Xerox® iGen3® Digital Production Presses driven by XMPie® software. The result was four times the output for the same total cost. As volume continued to grow, more iGens were added—including two Xerox® iGen4® Presses—for a current total of six iGens. "Our iGens run so smoothly that our entire fleet takes just one operator," says Steve Diamond, director of production at SendOutCards.

Each iGen can produce 80 full-bleed cards per minute. "Beyond just volume, the iGens have also given us substrate latitude, phenomenal color, and great image permanence," says Diamond.

Benefits

Today, SendOutCards produces about one million cards per month under normal conditions—and nearly 700,000 cards per day during its busiest seasons. "It doesn't matter how many cards we're running, each customer expects the highest quality on each card," says Diamond. "We can count on our iGens to deliver."

In addition to consumers, businesses also use SendOutCards to stand out and stay top of mind with their customers and prospects. "A business can upload its mailing list, choose card options, and schedule mailings for different events—then we do the rest," says Diamond.

More than 70% of the cards produced include a customer-generated photo. "Photos add to the uniqueness of our cards, and to their personal impact," says Diamond. "Because the iGen handles digital images so well, our customers are super pleased with the results."

The iGen's large 14.33 x 26 in. sheet size has also enabled a new product: a supersized card that prints one-up. Offered at a premium price, this card generates additional revenue while further differentiating the company's product line.

Looking to the future, SendOutCards recently worked with Xerox to add other products that can generate growth while helping to utilize existing capacity during slower periods. "We see customized photo books, calendars, and posters as a natural extension of our customer experience, and a year-round opportunity," says Diamond.

Use your smartphone to see a video about SendOutCard's production processes or go online to www.xrx.sm/SoC

For more information,
visit www.xerox.com/digital-printing

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