

With the Xerox® solution including a 24/7 print store and new value added color applications, Copileidy has delighted its clients, has increased its print volumes and improved its profitability.



Starting Point

Copileidy is a pioneer as a digital graphic communications service provider for the Argentinian market. They have repeatedly shown their determination to keep themselves at the cutting edge of innovation and creativity by investing in the latest and most sophisticated technologies.

“We operate in an extremely competitive environment that obligates us to be very strategic to evolve in the right direction to keep our differentiation that help us deliver more value to our customers,” – says Silvia Zárraga – President, Copileidy Servicio Gráfico Integral SRL.

This time, Copileidy was looking to protect their “best in class” status for their Corporate Customers by adding the latest trends in products and services to their master plan that included new offices and facilities.

In the current marketplace arena, offset printers accept shorter print runs to keep their devices working, this forces them to direct some jobs to offset partners, losing part of their profit, all due to pricing target pressures. They continued to try to lower costs and streamline processes but it never seemed to be enough.

Copileidy’s vision took them to a new level of leadership when they decided to invest in the top of the line Xerox® production cut sheet color portfolio and the latest web-to-print (w2p) and workflow solutions available.

Solution

Copileidy selected the Xerox® iGen® 150 Press with a 26 inch paper handling capability, Matte Dry Ink & Fiery EX Print Server and an XMPie® PersonalEffect® StoreFlow™ w2p combined with the FreeFlow™ Core with advanced pre-press and automation modules solutions.

This integral end-to-end production printing solution was a perfect fit for Copileidy’s needs because of its higher productivity (150 ppm) that incremented their print capacity for color jobs by more than 3 times, the bigger sheet size (364 x 660 mm) allowed new applications such as book covers with flaps and A4 tri-fold jobs. Also, Xerox® iGen’s heavier stock capability (up to 350 gsm) made it possible to explore packaging and stiff book cover applications as interesting roads for growth which they are exploring for the near future.

The FreeFlow™ Core helped streamline Copileidy’s printing processes by integrating their workflow with the rest of their devices – a Xerox® Color 1000 Press, a Xerox® Nuvera® 288 and Xerox® 6204 Wide Format Printer. This gave them the tool that they needed to automate and optimize the pre-press process by helping to preserve their customer’s job originals submission. Besides that, now they can choose which device should print each job depending on media, format, finishing requirements, cost parameters and other characteristics.

XMPie® PersonalEffect® StoreFlow™ w2p Solution enabled Copileidy’s customers to fully automate the jobs ordering, tracking, delivery and payment processes by creating individual, personalized online stores with each client’s main applications and job submissions with unique workflows, cost centres and approval processes. It also introduced the possibility of having online credit card payment that meant a significant financial advantage and competitive differentiator.

This solution was implemented by Xerox specialists together with addPrint, Xerox Platinum Graphic Communications partner in Argentina.



Results

With this new Xerox® solution fully implemented Copileidy's Digital Graphic Communications Store can be considered open 24/7 with minimal operator's intervention. The solution has also brought new print volumes to their business increasing their value added color applications from 20 to 40% on average, which improved their profitability and allowed them to set ambitious growth plans.

Another significant outcome of their investment is the loyalty and satisfaction of their customers due to the improvements in service levels, and ease of use of the w2p solution with faster turnaround of their print jobs, setting higher barriers for competitors.

This Xerox® iGen® 150 is the first iGen® in the Argentinian market, and the 1st of its kind in Latin America. The launch event held in Copileidy's brand new facilities for their own and Xerox® Global Document Outsourcing customers with the press conference generated a huge impact in specialized digital and printed media helping build enthusiasm and potential new customers and jobs, such as the high image quality ads printed for the show organized by "El Ojo de Iberoamérica", a prestigious and very popular Advertising Prize Annual Event.

This has also positioned Copileidy as a strong leader in digital printing in the Argentinean Federation of Graphic Arts Industry (FAIGA).

About Copileidy

Copileidy is a digital graphic communications company with a history of more than 30 years as a Xerox® customer and a member of the Xerox® Premier Partners Global Network since 2005. The company provides brand image, marketing communications and advertising materials as well as any Graphic Communications Solution that its customers might need, for example: brochures, flyers, banners, POP, marketing collaterals, brand plotting, etc. Copileidy's customers are mostly multinational corporations as well as large local companies and SMEs mainly from food & cosmetics retail, pharmaceuticals, banking & government sectors.

About addPrint

addPrint is high-tech and communications company based in Buenos Aires, Argentina. It develops solutions for the publishing segment as well as promotional, direct mail,

transactional, marketing applications and many other types of digital graphic communications. addPrint is a Platinum Graphic Communications Xerox® Partner in Argentina serving graphic arts clients supported by a large portfolio of Xerox® production monochrome and color digital presses, software solutions and post sales capabilities.

About Xerox

Xerox is helping change the way the world works. By applying our expertise in imaging, business process, analytics, automation and user-centric insights, we engineer the flow of work to provide greater productivity, efficiency and personalization. We conduct business in 180 countries, and our more than 140,000 employees create meaningful innovations and provide business process services, printing equipment, software and solutions that make a real difference for our clients – and their customers. On January 29, 2016, Xerox announced that it plans to separate into two independent, publically-traded companies: a business processing outsourcing company and a document technology company. Xerox expects to complete the separation by year-end 2016. Learn more at www.xerox.com.