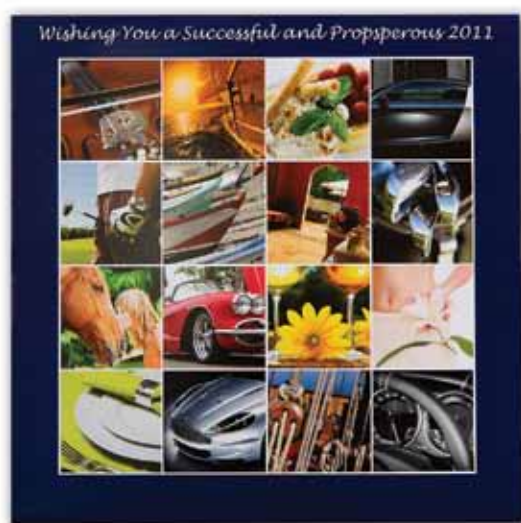


Personalized chocolate boxes net \$100,000 in a single holiday season.



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

Xerox Premier Partners Global Network



FotoChoco.nl,
Digital Packaging

De Budelse b.v.

De Budelse is a modern, full-service printing company based in Budel, Netherlands. Founded in 1950, printing has always been the company's foundation and area of expertise. Digital printing enabled them to add an extra dimension to their offerings. De Budelse is one of the few companies in the graphic arts industry that is capable of combining offset and digital printing in highly praised hybrid products.

At the heart of De Budelse's business philosophy is the belief that printing can be a vital component in a complex international marketing-communication and logistics process. This means that all printing jobs at De Budelse are completed using a customized approach and tailored level of service that their many customers have learned to rely on.

On the web:
www.debudelse.nl

The challenge

In addition to being a successful general printing company, De Budelse b.v. prides itself on creating premium applications in niche markets that help grow their operation. Though they had been producing digital packages since 2004, De Budelse saw an opportunity to further expand their offerings and capitalize on the recent growth of the digital packaging industry.

De Budelse launched FotoChoco.nl, which enabled consumers to quickly and easily personalize boxes of chocolate and send them as gifts—a very popular choice, especially for special occasions. By partnering with a chocolate producer in the Netherlands, De Budelse believed this would not only be a profitable venture, but it could help further promote their digital packaging capabilities.

They knew that successfully tapping into this lucrative market would require a streamlined solution that produced superior quality. Fortunately, they had been working with Xerox since first offering digital packaging, and knew how to make production as efficient as possible.

The solution

Production for the personalized packages and individual wrappers utilized a virtually touchless workflow. Customers first select their choice of nine themed templates on the FotoChoco.nl web storefront. Then, using the seamlessly integrated variable capabilities enabled by XMPie® Application Programming Interfaces (APIs), the customer personalizes the template with their own text and uploaded photos. Within seconds of submission, the consumer receives a PDF for proofing, and if no changes are needed, the order is approved and sent directly to De Budelse's production facility. At this point, XMPie PersonalEffect® is used to automatically merge the variable data with the package design.

The personalized Adobe® InDesign® files are then sent to the Xerox® iGen4® Digital Press using the Xerox® FreeFlow® Print Server. The outer box is printed on Stora Enso 350 and 300 gsm sulphate boards and the individual wrappers are produced on 100 gsm mc silk. To facilitate fulfillment, a bar code is printed on each package that links directly to online shipping information, enabling the customer to make changes up until the last minute.

The results

In the Christmas season alone, FotoChoco.nl sold over 11,000 personalized chocolate boxes for a net total of \$100,000. Total sales grew to \$225,000 in the five months that followed, confirming what De Budelse believed all along: that there is a strong demand for personalized products such as these.

Going forward, they are looking to increase their market exposure by incorporating a QR code onto the package. They also plan to include discount offers in each box to help further drive sales and repeat business.

More importantly, customers have been asking De Budelse to help them set up similar applications for their own products ... which is helping the company become more of a strategic partner and marketing services provider for expansion into new areas.

