

A Personalized Approach

Quick Printer/Vigil Printing, Inc.

A Chicago community print provider expands its business with help from Xerox® XMPie® software to offer improved turnaround times and customization and deliver a better customer experience.

Industry: Commercial Printing

Solution:

- Xerox® Color C75 Press with Fiery® Workstation
- Xerox® Color C60 Printer with Fiery Workstation
- XMPie Software



Customer Profile

Vigil Printing, a family-owned commercial print provider, has been serving the local community in Chicago for over 20 years. Vigil Printing offers complete printing, finishing and mailing services. Their commitment to excellence and integrity has contributed to their success and long-term business standing in the community.

The Challenge

Vigil Printing sought to expand their customization offerings, mail services, and improve turnaround time for their customers, but were unable to remain competitive with other commercial printers in the area due to their obsolete computer software and aging printing devices.

The Solution

An account review, led by their Xerox account manager, was instrumental in the development of Vigil Printing's vision for future growth by formulating their buying criteria, considerations and next steps with Xerox. The approach included a vital demonstration of XMPie software and the value of the key applications that could be enabled for variable data campaigns with tracking and reporting for their clients. Coupled with samples and a demonstration of the Xerox® Color C75 Press, Vigil Printing envisioned the benefits for business growth with the investment in both new software and hardware platforms.

The Benefits

Vigil Printing partnered with Xerox to upgrade their existing Xerox® DocuColor® 252 Color Multifunction Printer and acquired a Xerox® Color C75 Press with Fiery controller, in addition to the low-cost XMPie uDirect® Classic software. The XMPie software leverages simple data sources and, with the Adobe® InDesign® plug-in, allows Vigil Printing to create personalized documents. Along with the printing advancements of the C75 Press upgrade, Vigil Printing can now offer improved color quality output, a portfolio of paper weights and flexible turnaround times for their clients. Since implementing this solution 18 months ago, Vigil Printing has grown their color output fivefold, hired two new graphic designers and added a Xerox® Color C60 Printer with the new low-cost entry XMPie VDP software to further expand their capabilities to create personalized documents.

“Xerox was interested in growing our business,” states Vigil Printing owner, Michael Pearson. And with “fantastic messaging, software and hardware developed to simply improve our customer’s business challenges, and competitive pricing,” states the account manager, “Xerox is poised to succeed in the commercial printing arena.”