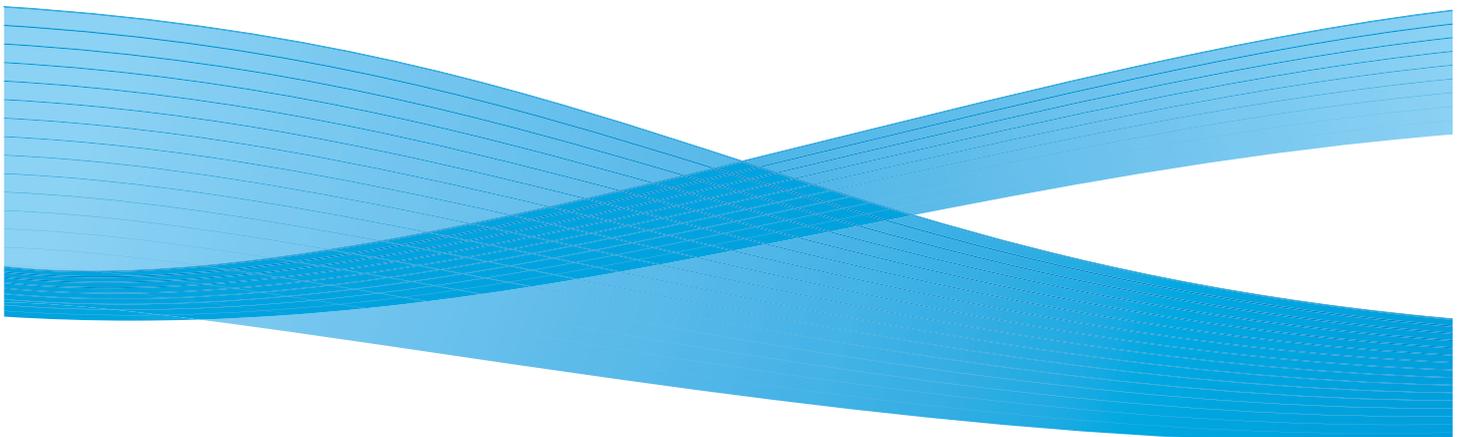


De Budelse kicks sales into high gear with World Cup calendar.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



World Championship Soccer 2010 Calendar, Collateral Category

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 area of expertise and foundation. The boom in digital printing techniques, however, enabled them to add an extra dimension to their offerings. To date, 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 customised approach and tailored level of service that their many customers have learned to rely on.

On the web:
www.debudelse.nl

The challenge

Dutch printing company De Budelse wanted to create an attention-grabbing application that showcased their digital printing capability, while generating sales for their digital printing business. With the 2010 FIFA World Cup due to begin June 11, 2010, the company decided to tap into the excitement building around this global event—as well as the potential sales that it could generate. To accomplish this, De Budelse designed a personalised World Cup calendar that football supporters could use to follow the progress of their team and keep track of the scores as teams advanced.

The solution

The calendar incorporated both the logo and the company name of purchasers into the design for greater sales appeal. De Budelse used XMPie® to handle the variable component, which proved particularly effective in blending the company's logo into the main visual. The finished application was produced with the Xerox® iGen4® Digital Press with the Xerox FreeFlow® Print Server using durable 300 g/m² sulphate carton substrate, an FSC certified paper, to ensure that the calendar would last through the entire month of World Cup matches.

The benefits

De Budelse scored a winning goal with this idea. Even as they were reviewing the mockups of this application, six resellers have already placed orders for the product, and De Budelse has a forecasted volume of 30,000 total pieces. Six partners have also agreed to add the application to their collections for sale, expanding the exposure of this exciting piece. De Budelse expects that sales of this timely calendar will generate very high volumes for their digital printing business, especially as the start of the 2010 World Cup draws nearer. In addition, De Budelse has created a workflow process to extend similar applications to the business-to-business market once the World Cup is complete.

