

# A profitable growth trajectory, fueled by the Xerox® Iridesse® Production Press.

“Xerox has proved to be a reliable partner, with innovative technologies that contribute to our business growth. I expect that Xerox will continue developing and bringing new innovations to the market.”

– Tomas Birbalas, Owner, Zuzu Print



Zuzu Print owner Tomas Birbalas and Mindaugas Baciulis, Deputy GM at partner BMK with Zuzu's Xerox® Iridesse® Production Press

Lithuania-based Zuzu Print's story is one of steady growth, adapting over the past decade and a half to a changing market. Their customers span everything from advertising agencies to small businesses—with jobs ranging from business cards to books and packaging.

A Xerox shop from the start, Zuzu Print started with the Xerox® 700 Digital Color Press, then migrated to the Xerox® Versant® 3100 Press. With an increase in job diversity—including demand for embellishments—and a wide range of job types and volumes to manage, the Xerox® Iridesse® Production Press became an ideal next step on their growth journey.

## CASE STUDY SNAPSHOT

### The Challenge

- Packaging application volumes were increasing—and increasingly required Beyond CMYK embellishments, which had to be outsourced with considerable loss of time and profit
- With a growing customer base and print runs ranging from 30 to 30,000 on a multitude of stocks, Zuzu Print needed to boost production efficiency before they could consider any additional business expansion

### The Solution

- The Xerox® Iridesse® Production Press with two additional inline print stations to house Beyond CMYK embellishment colors including Gold, Silver, White, Fluorescent Pink, and Clear Specialty Dry Inks
- Learning resources provided via the Genesis Initiative to accelerate Beyond CMYK success
- Fully automated media management with Xerox® PredictPrint Media Manager allows for scan, load, and go press optimization when switching between media

### The Results

- Beyond CMYK technology has allowed Zuzu Print to keep 100% of their embellishment work in-house, reducing turnaround times and reducing outside costs by 40%
- The Genesis Initiative how-to videos, design guides, and other tools help staff and customers alike quickly create and execute Beyond CMYK work
- Automation—including PredictPrint Media Manager and EZ Press Check—eliminated roadblocks and human error while ensuring stunning quality



With enhanced media versatility and the ability to print on-demand embellishments such as White, Zuzu Print is perfectly positioned to take on more high-value applications such as packaging.

### IN SEARCH OF BETTER PRODUCTIVITY—AND PROFIT.

Some of Zuzu Print's key packaging customers require white print on a dark substrate, or white as an underlay for CMYK colors. But prior to their Iridesse purchase, Zuzu Print did not have these capabilities in-house. Outsourcing costs for screen printing—and its related long turnaround time—were adding up.

According to Zuzu Print owner Tomas Birbalas, with typical CMYK print volumes ranging from a few pages to runs of more than 30,000, there was also a need to improve productivity across the board.

One of Zuzu Print's primary motivators in selecting the Iridesse is its ability to print up to 120 pages per minute on a wide range of media—including the heavier (up to 400 gsm) stocks commonly used for packaging. Another—driven by a need to differentiate themselves in the packaging market—is its Beyond CMYK technology that enables inline printing of specialty inks under, over, or along with CMYK.

### PARTNERING FOR SUCCESS

Working with Biznio Mašinų Kompanija (BMK), their Xerox Authorized partner in Lithuania, Zuzu Print chose Iridesse based on its innovative under-the-hood technologies and powerful capabilities as a production press, along with its Beyond CMYK flexibility. They also added the optional Xerox® PredictPrint Media Manager software, with the intent of taking full advantage of the press's leading automation.

With Gold, Silver, White, Fluorescent Pink, and Clear Specialty Dry Inks—and productive Extra-Long Sheet handling up to 1.2 m—including implementation of the Xerox® High Capacity XLS Vacuum Feeder—Zuzu Print was ready to dramatically expand the applications they could offer to their customers.

### EXPANDED OPPORTUNITIES FOR ALL

Iridesse fulfilled all expectations, creating an immediate gain in productivity and image quality thanks to EZ Press Check and other image quality and uptime-enhancing automation. Zuzu Print's greatest gain, however, has been keeping their white embellishment work in-house. This has eliminated 100% of their outside costs for screen printing while reducing turnaround times and earning them a reputation for creativity and efficiency competitors can't beat.

As they introduce their new Beyond CMYK capabilities to more of their customer base, excitement is growing. Birbalas estimates their share of Beyond CMYK jobs is up, with most of the new business coming from existing clients.

Recently, Zuzu Print has begun to use more of the resources available through the Genesis Initiative. The how-to-videos, design guides, webinars, and other free training have been essential to expanding the boundaries of their Beyond CMYK potential.

To date, Birbalas estimates a 40% cost reduction with Iridesse.

Combining that with a boost in profitability has cemented plans to expand their team. And, with more people selling their high-value capabilities, a second Iridesse Production Press purchase is not too far away.



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