

# Unleashing potential and deepening relationships with the Xerox® iGen® 5 Press

“Xerox allows us to bring a better quality to our customers. Quality that lets them stand out from the competition.”

– Jeroen van Druenen  
CEO, Jubels  
President, XMPie Users Group

## THE CHALLENGE

Though they were widely regarded as one of the best digital print shops in the Netherlands, Jubels had to contend with fierce local competition for market share. To stay on the leading edge, they needed to find ways to open up new revenue streams, better connect with customers and continuously improve output quality.

## THE SOLUTION

A Xerox partner of 40 years and a member of the Xerox Premier Partners Global Network Advisory Board Jubels was one of the first to hear about the Xerox® iGen® 5 Press—and the possibilities presented by the fifth color in its extended gamut. Sensing an opportunity to deepen their relationship with professional photographers and other quality-conscious customers, Jubels CEO Jeroen van Druenen decided to trade in their legacy Xerox® iGen® 150 and invest in the iGen® 5.

The move has been a huge success. Customers have fallen in love with the output quality, liberating potential for growth and repeat business.

## THE RESULTS

- Maintained high volume of small 100–1000 output jobs for a total of three million clicks per year with iGen® 5
- Expanded repeat and photobook business thanks to more vivid colors and high-quality outputs
- Low maintenance requirements and simple color swapping helped increase uptime to 89.1%
- 70% of work is now done using Xerox® FreeFlow® Core automation, reducing touchpoints, downtime and lost revenue from human error
- Additional revenue through operator-free, lights-out production requests sent through Xerox® FreeFlow® Core



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**115 YEARS ON THE LEADING EDGE.**

Since its establishment in 1902, Jubels has built a reputation among photographers, advertising agencies, publishers, retail chains, insurance companies and others as the best digital printer in the Netherlands. No small feat, considering the hyper-competitive print market they've had to contend with. How have they stayed ahead? Simple: an ironclad commitment to image quality. And an eye for opportunity.

Jubels has taken full advantage of the Xerox business development program, as well as other industry resources. They were an early adopter of XMPie®, leveraging personalization to expand their capabilities from print shop to marketing service provider. And in 2001, they added their first Xerox® iGen® Press. Since that first purchase, they've evolved right along with the press.

When the Xerox® iGen® 5 Press was released, Van Druenen immediately saw the possibilities presented by its 14.33" x 26" (364 mm x 660 mm) sheet size and its fifth print station, which enabled the addition of Orange, Green and Blue Dry Inks to extend the press's gamut.

**TAPPING INTO THE KINGDOM OF ORANGE.**

The extended gamut was a game-changer, providing fuller, more vivid colors—especially in wide spreads of solid color. Longtime clients such as ING Direct Bank were immediately enthusiastic about the vibrancy of the outputs and requested that all future work be produced with the extended gamut. Van Druenen noted that clients particularly loved the fact that they could personalize their outputs, a freedom they didn't have with offset.

*"The gamut extension colors were a big deal. Especially the orange. Orange is our national color in the Netherlands. Our customers love the orange—especially if they can personalize with it. That's a real add-on."*

Jubels has also used the Gamut Extension Tool at [xerox.com/gamut](http://xerox.com/gamut) to ensure greater color accuracy and determine when the gamut extension colors can be used most effectively.

**24-HOUR PRINTING WITH ENHANCED AUTOMATION.**

The iGen® 5 with Xerox® FreeFlow® Core-enhanced automation has also contributed to increased revenue and transformational efficiency for Jubels. Seventy percent of work is now done using FreeFlow® Core, allowing Jubels to remove touchpoints and eliminate downtime and human errors. The result? Near-constant uptime.

*"Our uptime is 89.1%, which is above the product average."*

In conjunction with XMPie® Web-to-Print capabilities, Jubels is also capable of maximizing their capacity by printing with the lights off. Throughout the day, customers simply send in their files and they're automatically routed to the FreeFlow® server which evaluates, imposes and sends them to the printer. The files are waiting in the output tray for the print operator when he arrives the next morning.

Based on their continued success with Xerox and iGen®, Jubels will continue to partner with Xerox to transcend the boundaries of the physical and digital world.

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