

# BANG ON BOOKS CASE STUDY

I've always been highly impressed by Xeretec, as they have always been a true print partner to our business, matching devices with our growth, progress and future plans. I wouldn't hesitate to recommend them as their support has been great.

Simon Davidson, Managing Director, Bang on Books

Newcastle based, Bang on Books, specialises in creating bespoke, hand-illustrated books where children can star in their personalised story and step into their own adventure. Playing a key role in bringing these books to life is the Xerox® Versant® 3100 with the high-end stapler and stacker.

## STAR OF YOUR OWN STORY

Simon and his team have made it easy for customers to create the personalised books. Customers can choose from one of three books in the series; Unicorn Oo, The Golden Key and Santa Socks. The Bang on Books website then captures the customer's data through a bespoke built system. The chosen photo of the child, their name, a dedication and choice of one of 12 characters are applied to PDF online. Once satisfied with the proposed book, it is printed on the Xerox® Versant® 3100 and customers can expect their completed 42-page book to arrive within two days of their order being placed.

## VERSANT IS AN OBVIOUS CHOICE

Deciding on the Versant over rival devices was an easy decision for Simon and his team. He explained how Xeretec helped him with the decision making process: "Having been a Xeretec client for six years, they know my business well and they listened carefully to our needs.

They proposed the Versant 3100 and, from an assessment of its capabilities, it became clear that it was well suited to our current and future needs. Furthermore, we'd nothing but positive feedback

## POWERFUL PRINT SERVER

The Versant's Print Server Powered by Fiery RIP has been designed to meet the requirements of a lighter production, smaller workload environment, and is a critical factor in each book's production. The three books in the series are individually tailored to the reader, so print flexibility and a high-quality finish were essential - given that each book features 42 pages of colourful illustrations and text – and the Versant is more than capable of delivering against this requirement.



## VERSATILE VERSANT

Bang on Books isn't the Versant's only output. Bang on Print & Design's print run of 50k per month also sees it producing a diverse range of products for the company's many clients, which range from local and national businesses, including SMEs and larger corporates. Their requests span from business cards to brochures, training booklets and posters. Simon explains: "The Versant is really well-suited to personalised short print runs ranging from our Bang on Books offering to our clients' more business-like or corporate material. It's flexible enough to run at rated speed on all stocks, giving customers more choice and us the assurance that its print performance will always be consistent. It also has four times the amount of resolution along with new fusing technology and much better media latitude. Overall, its finish is just exceptional, and it's a huge jump in technology and quality over our previous device. I wouldn't hesitate to recommend a Versant."

## SUCCESS STORY

Xeretec's decades of experience with Xerox devices, and its knowledge of the commercial print sector's needs, ensured that the installation and maintenance of the Versant has been trouble-free. "I've always been highly impressed by Xeretec, as they have always been a true print partner to our business, matching devices with our growth, progress and future plans. I wouldn't hesitate to recommend them as their support has been great," Simon added.

## LEARN MORE ABOUT THE XEROX® VERSANT™ PRESS

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