

# CLARKEPRINT CASE STUDY

"It's been an overwhelmingly positive experience dealing with Xeretec. We've all been delighted with our new Xerox® Iridesse™ Presses; the operators like them, the sales guys like them, and our clients are extremely happy with the output. The quality and productivity gains we have seen since installation in March 2020 have been incredible."

- Nigel Clarke, Director, Clarkeprint

For more than 37 years, Clarkeprint has been providing an added value printing service to blue chip, private and public sector organisations across the UK and Europe. Based on two sites near Birmingham city centre, they strive to offer more than just print with services ranging from web-to-print, stock management, pick and pack, mail fulfilment and a whole range of products and services to the education sector. They recently invested in two new Xerox 8-colour digital presses to increase their printing and creative capabilities.

## FOUR COLOUR QUALITY CRITICAL

Clarkeprint's top priority when testing the vast range of digital devices from all the major manufacturers was exceptional colour quality. Nigel Clarke explains that the "ultimate thing that lead us to the decision to go with the Xerox® Iridesse™ was its ability to print really good four colour solids. We print a lot of very heavy coverage solids across the page and in the past we've had issues with banding and various quality issues. The Iridesse™ has given us superb four colour coverage which is critical. Productivity and reliability are also really important to us and since the devices have been installed we've managed to increase throughput by 150%. On top of that, we now have the ability to print on larger sheet sizes and offer speciality colours which will drive opportunities, especially in the creative print environment."

## AN EASY DECISION

Xeretec and The Xerox® Iridesse™ proved to be the best solution for Clarkeprint. "Another thing that convinced us was the consultative period we went through with Xeretec. We were very impressed with their knowledge, the quality of both the CMYK and speciality inks, making it a relatively easy decision to make once we'd assessed the market" said Nigel Clarke.

## QUALITY IMPROVEMENTS

Clarkeprint are reaping the rewards of the exceptional print quality. "On our previous printing presses we were scrapping too many printed sheets due to quality issues. Now with the new Xerox devices we no longer have this issue. The Iridesse™ Presses have genuinely been a good investment for us from that perspective" said Nigel Clarke.

## SIGNIFICANT PRODUCTIVITY GAINS

Despite COVID-19, Clarkeprint have been exceptionally busy this year and have noticed major productivity gains in their digital department. Gary Franklin, Director describes the difference the Xerox® Iridesse™ Presses have made. "For me productivity is key, as I'm the guy on the shop floor, responsible for completing jobs on time. They [the Iridesse™ Presses] have come as a welcome relief and made a significant difference. Not a subtle difference but a massive difference. Last year we had to work 24 hours around the clock to achieve certain deadlines and this year we didn't have to put on any night shifts, and we finished two weeks early".

## MORE VERSATILITY

Clarkeprint can now meet market demands more economically. Gary comments that "in the past short run landscape work would have been difficult for us to do. However, now we can print short runs of A4 landscape booklets digitally at a much more competitive price with a faster turnaround. Overall, the Iridesse™ Presses have added quite a bit of versatility to our digital department allowing us to switch between litho and digital depending on the job."

## NEW OPPORTUNITIES WITH 8 COLOURS

The ability to print in gold, silver, white and clear is a clear growth area for Clarkeprint, Nigel is looking forward to working with creative agencies and in-house marketing departments "to showcase the broader spectrum of services we can offer with the speciality inks and make unique and interesting things on beautiful paper".

The additional colours are also opening doors within the commercial and education sector, with many looking to introduce clear inks or create more eye-catching material with the 8 colour capability.

## FANTASTIC AFTER SALES SUPPORT

Xeretec look forward to partnering with Clarkeprint, helping them get the best out of their investment. Gary explains that "the support we've received from Xeretec has been great. Nothing is too much trouble and the training we've received from their analysts has been first class, it has really helped us push the boundaries of the device and get the best out of the speciality colours."

## POSITIVE OUTCOMES



## **XERETEC** **ABOUT US**

We have a 30-year history of delivering contract and lifecycle services for customers that range from Global Household brands across the World to family run businesses in the local community. Our focus is on delivering a complete technology experience designed to provide tangible business benefits, no matter how big or small you are.

Our selection process handpicks a range of solutions and service options in addition to offering off the shelf technology products. We provide bespoke solutions addressing digital workspace and communications, through to process automation.

### **LEARN MORE ABOUT THE XEROX® IRIDESSE™ PRESS**

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