

MAD COLOUR CASE STUDY

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Jamie McMinnis, Managing Director, MAD Colour

MAD Colour has been almost 45 years in the making. Formerly known as Minprint, it has been synonymous with top quality commercial print since 1977 and the family business has grown year on year to employ over 50 experienced staff. For both the commercial side of the business and its creative agency, the new Xerox® Iridesse™ has opened up a host of new possibilities.

STRIKING THE RIGHT BALANCE

After assessing the various options on the market, MAD Colour decided to go with a new Xerox® Iridesse™ with the latest Fiery EX-P 6 Print Server earlier this year. "This Xerox production press strikes the right balance between productivity and quality, with a few nice bells and whistles to give us an edge. Features like the Fiery front end being able to seamlessly integrate into our Pace MIS will make a big difference going forward," said Jamie McMinnis, Managing Director at the firm.

LITHO QUALITY ON XEROX® IRIDESSE™

According to Jamie, the new Xerox production press boasts similar quality levels to litho but with the advantages of digital. "For us, the big win with the new printer is the long sheet feed which allows us to migrate more short run litho work. In addition, the quality and capability on heavier stocks means we can finally move almost all of our business card orders to digital print."

NEW OFFERINGS WITH SPECIALITY INKS

The Iridesse's additional ink configurations mean MAD Colour can now offer a range of speciality finishes on media that previously wasn't an option. Jamie explains "We've just finished a pack to demonstrate the gold, silver, white and clear ink effects and Xeretec was so impressed with what we did that they took it to the Print Show at the NEC!"

FASTER TURNAROUND AND INCREASED UPTIME

The new Xerox® Iridesse™ allows for faster turnaround and more up time. "Xeretec has given us engineer level training to fix our own issues and with a hyper rip that literally eats data, we're now in a great place to take on those jobs that others might shy away from."



EXCEPTIONAL SERVICE AND SUPPORT

The support that MAD Colour receives from Xeretec is a big plus. "As existing CP1000 users, we find the local support team first class. Initially, when we were all but sold on an HP Indigo, the Xeretec team came in and impressed us with demos as well as some additional training with a specialist, which was really useful after install to really push the boundaries of what the machine can do. They followed up with us on every angle and nothing seemed like too much trouble. I really would recommend them highly."

HELPING MINPRINT DIFFERENTIATE

Tom Cleare, General Manager, Xeretec Ireland is delighted to be working with MAD Colour stating "We are proud to partner with such an innovative print and design business. It's been rewarding to see how MAD Colour's creative print culture coupled with the Iridesse's outstanding print technology has led to the creation of unique printed output that will certainly make MAD Colour stand out from its competitors."

LEARN MORE ABOUT THE XEROX® IRIDESSE™ PRESS

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