

PENSORD GROUP CASE STUDY

Pensord is a multi-award winning print company specialising in the production of magazines, brochures and catalogues and is the sole strategic partner of the Professional Publishers Association's (PPA) Independent Publishers Network (IPN). With over 50 years' experience, it is a trusted partner to many businesses with an impressive product offering including print and finishing, apps for tablet and mobile, digital editions and is one of the UK's leading edge digital printing companies.

Pensord understands that tomorrow may not always look like today and to stay ahead it constantly reinvests to provide its clients with everything they need to achieve their goals and satisfy the needs of its advertisers and readers. In its desire to provide top quality digitally printed material at an affordable price, Pensord recently invested in a Xerox® Iridesse™ Press from Xeretec.

IRRESISTIBLE IRIDESSE

Karl Gater, Group Operations Director, Pensord Group, explains "we were not in the market for a new digital engine when Xeretec made the initial approach, back in 2019. They promoted the benefits of the Xerox® Iridesse™ and this sparked an interest in its ability not only to produce standard 4 colour work but also have the ability to offer, gold, silver, clear and opaque white from a machine that was affordable and reliable with great uptime figures. So, a machine that could do what we did before, offered us additional benefits with the colour options, good production at an affordable price. When the time was right to make the investment in 2020, it was an easy decision for us"

BRIGHT FUTURE WITH XERETEC & XEROX

Historically, Pensord dealt with HP and Ricoh and the natural choice would have been to upgrade to the Ricoh 9200 series or HP Indigo 7000 series. However, Karl Gater explains how:

"We ended up replacing our existing HP Indigo 7800 machine and retired one of our older Linoprint C901 digital engines with the Xerox® Iridesse™ from Xeretec and haven't looked back. It is always a difficult decision to move away from what you know and from machines that you believed to be the leaders in this field but Xerox have certainly produced a premium product with the Iridesse in this very competitive market."

EXCEPTIONAL PRINT QUALITY & MEDIA HANDLING

Karl Gater is delighted with the Xerox® Iridesse™, stating that "the quality is excellent with the first copy off being a match for anything produced lithographically which is incredible for a toner based digital engine and it runs basically any paper we throw at it from 70gsm part mechanical to 400gsm triple coated stocks."

WHY XERETEC?

"My first encounter with Xeretec was back in 2019, I was impressed by the fact they'd done their homework on Pensord and knew what products we produced, and which markets we served. After fully understanding our business, they suggested solutions to suit our business now and, in the future, however the timing wasn't right for us to invest in anything. Then in 2020, Covid changed the world and we needed to adapt our business and Xeretec were the first people we called, within a matter of days we'd agreed on a deal for a new 6 colour Xerox® Iridesse™.

Like most installs there were a few teething problems, but the Xeretec team were incredibly responsive. Pensord offer fast turnaround quality print, therefore it's critical we receive a quick response to service issues. Now that the machine has been running for a number of months this excellent service and support has not diminished, the Xeretec UK Helpdesk has been instrumental in delivering a personalised response to our service needs and our operators find it very helpful. On one occasion, we had a bad jam that the operators could not resolve, a call was made to the Helpdesk at 5pm and an engineer was waiting for us to open up the next morning. You cannot expect much better than that.

Our relationship with Xeretec has continued since this first purchase and our account manager continues to look for solutions that will help us improve our business. We as business owners don't profess to know it all so it is refreshing to have a business partner that can offer thought provoking opportunities that fit in with the strategic direction." said Karl Gater.

XEROX® IRIDESSE™ PRESS

The Iridesse can print six colours in a single pass, running CMYK plus 2 speciality inks. The speciality ink options are gold, silver, white, clear dry ink and fluorescent pink. It does all of this at rated speed and with spot on colour-to-colour registration.

LEARN MORE ABOUT THE XEROX® IRIDESSE™ PRESS

Visit [xeretec.co.uk/iridesse](https://www.xeretec.co.uk/iridesse)

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