

# HOLYWELL PRESS CASE STUDY

"We're a long-standing customer of Xeretec and there's a reason for that. As well as providing state-of-the-art presses, the support they offer is among the best in the industry. It's immensely reassuring to know that their after-sales support delivers fast access to skilled helpdesk agents and high-quality engineers. That's a great back-up to keep our business moving forward."

- Ben Burrows, Managing Director, Holywell Press

## ABOUT HOLYWELL PRESS

Established in 1890, Holywell Press is a successful family-run printing and design business based in central Oxford. Specialising in graphic design, print and digital service, Holywell has a clear passion for delivering high quality products and services to their broad range of customers. Taking a consultative approach, preferring to speak to people face to face or on the telephone, Holywell pride themselves on providing a personalised, quality service for a reasonable cost.

With an established reputation for litho printing, Holywell first invested in digital print almost 20 years ago, with a Xerox DocuColour 250 Press, and they've never looked back.

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"Each time we've upgraded our Xerox press, I've noticed a big difference in what the technology can offer. Far better solids, more productivity, more reliability, and more accuracy in terms of the position of the image on the page. Every Xerox machine has moved us on considerably."

- Ben Burrows, Managing Director, Holywell Press

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## DRIVERS FOR CHANGE

- An ageing digital press (approx. 7 years old).
- High running costs which were affecting Holywell's competitiveness.
- The need for an economical and efficient solution to produce a diverse set of handbooks, reports, prospectuses, magazines, and short run biographical books.
- Technology that fits with Holywell's sustainability goals and that meets the environmental standards customers now demand.

## SOLUTIONS

### Xerox® Versant® 4100 Digital Press

### EX-P 4100 Print Server Powered by Fiery®

- Extremely powerful hyper rip
- 10-bit which gives 1024 greyscales

## **NEW XEROX® VERSANT® 4100 PRESS**

Holywell Press has a newly installed Versant 4100 Press with the EX-P 4100 Print Server Powered by Fiery®. The more advanced print server has an extremely powerful hyper rip and is 10-bit which is unique in the marketplace as it gives 1024 greyscales. This rip was needed as Holywell Press has seen a huge growth in short run books for both the commercial sector and the self-publishing market as it streamlines production.

### **COST SAVINGS**



“There was definitely a financial incentive to upgrade from the Xerox Versant 2100 to the new Versant 4100. I now have a much lower click rate which allows me to be far more competitive which is essential in the current marketplace.”

*.- Ben Burrows, Managing Director, Holywell Press*

### **POSITIVE EXPERIENCE**



“Our customers certainly like the output, it’s well received. Our studio staff like the press as well. It’s a machine that doesn’t need looking after, you can press print and walk away. It’s easy to use and that is another reason why we chose to stick with Xerox. We know it just works.”

*.- Ben Burrows, Managing Director, Holywell Press*

### **EXCEPTIONAL SERVICE**



“Having the right service and support is crucial. There is no point in having a Xerox printing press without the back up because you know you’re going to need engineer visits on a regular basis to keep the machine in optimum condition. It’s fundamental. Xerox and Xeretec have a very good network of engineers and support staff ably managed by the Xeretec UK helpdesk.”

*.- Ben Burrows, Managing Director, Holywell Press*

### **SUPERIOR QUALITY**



“The print quality on the Xerox Versant 4100 is very good. We can now print on textured paper, with the toner getting into the sheet with good adhesion and no cracking.

I’ve seen prints from the HP Indigos and they’re not as good as the stuff we print on our Xerox. I think that’s largely down to the way the Xerox presses are maintained by the Xerox engineers.”

*.- Ben Burrows, Managing Director, Holywell Press*

## ENVIRONMENTAL BENEFITS



“Caring for the environment and operating sustainably is something we are championing and was a consideration when changing our press. I like the recycling service Xeretec offer for used consumables.

Plus, the press is extremely energy efficient which is very important not only for the environment but also for our energy bills.”

*.- Ben Burrows, Managing Director, Holywell Press*



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.

## LEARN MORE ABOUT THE XEROX® VERSANT 4100

Visit [xeretec.co.uk/versant](http://xeretec.co.uk/versant)

## LEARN MORE ABOUT HOLYWELL PRESS

Visit [holywellpress.com](http://holywellpress.com)

## WANT TO LEARN MORE? GET IN TOUCH

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