

Offset and Digital Together

Xerox know-how: Real customer applications

HardiPlank® brochure



The story

James Hardie, renowned siding manufacturer, needed a way to provide sales collateral to each global region efficiently and economically. In the Netherlands, a hybrid brochure solution was developed by **Jubels** to:

- Combine the economics of long-run printing with the flexibility of digital printing
- Create regional and personalised brochure versions
- Make updates quick and easy

Workflow

Customising brochures for a broad audience with varying color and style preferences needs an efficient workflow:

- Shells are preprinted offset
- Paper and offset patch sheets are used to profile the Xerox iGen3® 110 Digital Production Press using EFI color Profiler 2.0
- Xerox EX Print Server powered by EFI Fiery®
- Inserts are printed multi-up on a Xerox iGen3® 110 Digital Production Press, then added to the shell through the insertion module of a booklet maker or manually if the shell is folded offline

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HardiPlank® brochure

Production notes

- Print engine: iGen3® 110 Digital Production Press
- Cover stock: 270 gsm C2S matt, grain short
- Text stock: 270 gsm C2S, grain short
- Trim size: 364 mm
- Run 2-up, four-colour duplex with bleeds
- Page count: 6

Green advantages

- Reduced overage when creating short-run regional versions
- Printing 2-up and duplex optimises paper usage
- Xerox iGen3® replaceable units are designed for return and recycling

Helping you sell

The need for customised, full-colour collateral exists for any company that sells through channels or in multiple regions. Xerox can help you:

- Identify opportunities in your area and beyond
- Price your collateral offering competitively
- Develop an efficient workflow, including web submission
- Explore hybrid (offset and digital) possibilities, including colour matching



- EFI Fiery®

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Production process at drupa may vary from original application production due to availability of equipment and specialty media.

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