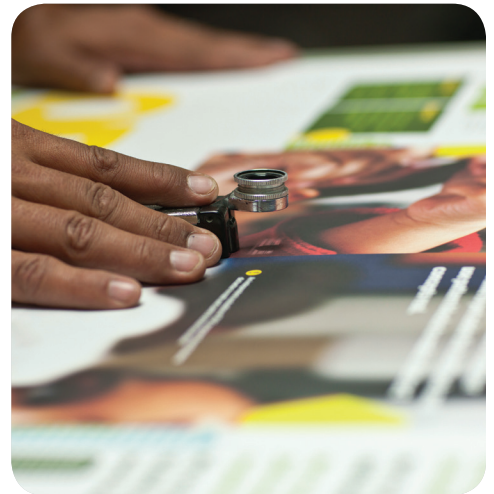


“We continually innovate and acquire leading-edge technology to bring our clients the best applications. Our partnership with Xerox is a major factor in being able to remain at the forefront of the printing industry.”

—Dave Carpenter, President, Phoenix Lithographing Corporation



Our Challenge

Seeing an opportunity to take their already thriving businesses to the next level, two commercial printers decided to put their strengths together and merge as Phoenix Lithographing.

The fit was perfect. Innovation, a short-run printer in search of room to grow, benefited from the long-run printing of Phoenix, and vice versa. But there was one complication. Phoenix historically had non-Xerox technology and was already far along in the process of acquiring another machine. Innovation meanwhile had a long and trusted history of using Xerox® equipment and felt it would put the organization in the best position moving forward.

Our Solution

As two companies committed to using only the best state-of-the-art equipment for their customers, a decision couldn't be made without a meticulous review of all factors, ensuring the end product and customers' satisfaction was placed above all else. Through a thorough comparison of Xerox® and non-Xerox offerings the newly formed company assessed its options side by side.

Our Results

Drawing from a history of past applications and analyzing individual track records, Phoenix started to recognize the Xerox® equipment offered a wider range of capabilities for their customers and better aligned with the company's progressive nature.

Phoenix chose to install a Xerox® iGen® 150 Press and upgrade Innovation's Xerox® iGen4® press to include Matte Dry Ink and 26 inch capability. This enabled expanded products and production of jobs that couldn't have been produced on a traditional digital press. With their new print technology, Phoenix Lithographing is poised to continue the success of its recent merger well into the future.

“We’re excited to have two of the very best teams in commercial printing working together with some of the very best equipment backing us up.”

—Barry Green, Owner/Chairman of the Board,
Phoenix Lithographing Corporation

Joining Forces to Grow

When Innovation and Phoenix formed Phoenix Lithographing in 2013, they built a well-rounded company armed with increased offerings and 85 years of collective industry experience.

Together the two companies understood the importance of investing in the right technology. So an exhaustive evaluation was needed to decide what equipment would best serve their joint customer base.

Enter Barry Green, Chairman of Phoenix Printing, and owner of one of the largest commercial printers in the Pennsylvania region. Mr. Green is deeply involved in the acquisition of every piece of printing equipment, performing a methodical examination before every purchase.

“During the research process no stone goes unturned and no printer goes unanalyzed. We want to be certain that whatever we bring into our center delivers . . . and that it delivers better than anything else,” said Green.

The Right Technology for Their Customers

“Ultimately, all this in-depth investigating boils down to what each printer means for our customers, as they are really the ones benefiting from the equipment.”

Phoenix had built a reputation as being a regional leader in production capacity, so they needed to be sure the iGen 150 was capable of delivering large projects on time. Fortunately, Innovation had a long-standing partnership with Xerox and years of experience working with the iGen4 to

draw from for comparison. After discovering uptime for the Xerox® equipment was around 90 to 92 percent, Phoenix realized the iGen4 would not only keep up with their expectations, it could exceed them.

“It runs incredibly smooth day in and day out,” said Dave Carpenter, referring to Innovation’s experience using the iGen before the merger. “Uptime for the iGen is out of this world and allows us to stay on budget and on time with all our projects big or small.”

What’s more, compared to their previous non-Xerox production press, the Xerox® iGen would enable Phoenix to access three times the monthly volume they were accustomed to, driving much more volume through the center and into their clients’ hands.

But the real determining factor was quality. Considering Phoenix commonly handles high quality projects such as wedding dress catalogues, the company needed to be certain that the equipment could produce a high quality finish on heavy stock—something the iGen was more than capable of doing.

Not to mention, Phoenix wanted to find ways to leverage the power of variable data. In the past, working with the iGen, Innovation had delivered several variable data campaigns, including one particularly successful campaign for a mortgage company. Calendar recipients were assigned a unique code which they could enter online and answer a few marketing questions in exchange for an opportunity to win a prize. The results were exceptional.



Sharing a Bright Future

After weeks of assessing the two printers, it was clear to Phoenix that the Xerox® equipment suited their current offerings and would expand them.

Phoenix chose to install an iGen 150 and upgraded the iGen4 to include Matte Dry Ink, giving their output a smooth matte finish and helping elevate quality color throughout the run. In addition, the team extended the sheet size, allowing for 26 inch capability.

“We always put our customers first. So when it comes to technology we need to be certain our equipment is second to none. We are thrilled with where we are headed with our added capabilities and broader set of applications we can deliver.”

“Phoenix is an extremely progressive company. We are early adoptors of new technology and we pride ourselves on always being on the cutting edge. With our new Xerox® equipment and the great services and support they provide we feel we’re walking right on that edge.”

Green added, “We could’ve gone with the familiar . . . what had worked in the past. But after the merger, we really did our homework to come to a collective agreement over what would put us in the best position moving forward.”