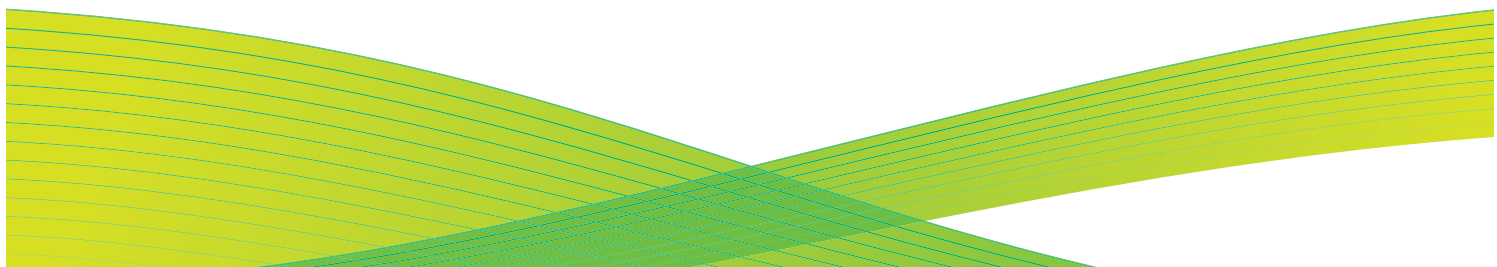


DG3 boosts memory book participation by 637% ... further promoting charity to UK's youth.



Best-of-the-Best Program Winner—Best Overall Solution

Best-of-the-Best Program Winner—Collateral

Xerox Premier Partners Global Network



The Duke of Edinburgh's Award Achievement Pack, Collateral

DG3 Europe Limited

A leading global provider of print and communications services, DG3 Europe Limited offers worldwide communications solutions in strategic geographic markets, including Hong Kong, London, Manila, New York, Sydney and Tokyo. DG3 provides its comprehensive graphic and interactive solutions to corporate, financial services, pharmaceutical and academic institutions worldwide and specializes in producing time-critical publications to the highest standards for local and international audiences.

On the web:
www.dg3.com

The challenge

The Duke of Edinburgh's Award (DofE) is the largest youth charity in the United Kingdom, dedicated to the personal development of young people from all backgrounds. Recently, the Charity launched eDofE, an online portal where participants record their progress within the program in words, pictures, movies and more. Using this content, The DofE wanted to enable participants to create a personalized hardcover Achievement Pack to share their experiences with family, friends and potential employers—a significant change over the more static record books produced in the past.

To make this project a reality, The DofE approached DG3 Europe Limited through the Xerox Premier Partners Global Network. As the content from all participants would be online, a robust Web-to-Print solution was required that could handle the massive volume, as there were over 275,000 participants of The DofE in the U.K.

DG3 was up to this challenge and relied on their decades-long relationship with Xerox to ensure every component of the solution was perfect.

The solution

DG3 and Xerox jointly attended the initial meetings with The DofE Directors and worked together to map out an end-to-end solution. Once a plan was established, DG3 spent months talking with young people throughout the country to understand what they would like to see in the Achievement Packs themselves. Using this valuable input, DG3 implemented a dedicated GMC server to handle the vast influx of data—over 1,000 pieces of video, pictures, text and other media daily. They then hosted a GMC web portal for participants to lay out their Achievement Packs in a variety of attractive templates.

Once an Achievement Pack was ready for production, the order was quickly sent through Xerox® FreeFlow Process Manager® which automated prepress activities and instructed the Packs to be produced on the Xerox® iGen4® Digital Press with a Xerox® FreeFlow® Print Server. All variable data was handled with GMC Software Technology PrintNet Communications Suite. To give the Achievement Packs a clean, sharp appearance, the interior pages were printed on Xerox® Colotech Silk 210 gsm while the covers were produced using Fastbind BooXTer™ Trio and bound with the Fastbind Casematic XT™.

The results

DG3's involvement with The DofE was not motivated by what it could achieve financially, but by what they could do to help young people gain a better future. Their contribution, however, has been a tremendous success. Within a single year, usage of the Achievement Pack jumped 637 percent over that of the previous, less personalized format. It has also been a major showcase for DG3 and The DofE, with the final product being heavily featured on social media sites and YouTube.

DG3 receives profits from each sale for their efforts, but their focus continues to be on donating their time and effort to helping this worthwhile Charity. They meet with The DofE monthly to continually improve the program and are now exploring ways to help other leading charities and organizations.

