

Printer partners with financial firm to launch revamped Annual Plan Review.



Best-of-the-Best Program Winner—TransPromo

Xerox Premier Partners Global Network



Annual Plan Review, TransPromo

EarthColor, Inc.

One of the largest commercial printers in the U.S with over 700 experts nationwide, EarthColor brings a wide range of experience to its customers. Their robust network of facilities and companies enables them to seamlessly offer offset printing capabilities (sheet and web) and digital printing capabilities, including print on demand, variable data printing, data management and analytics, as well as in-house bindery, fulfillment and lettershop services. They are constantly embracing the newest technology and business models and are driven to consistently execute all of their customers' print needs flawlessly.

On the web:
www.earthcolor.com

The challenge

EarthColor, Inc. prides itself in proactively creating integrated marketing solutions that help drive business success for their customers. In partnership with McGraw-Hill Financial Communications (MHFC), EarthColor recently developed Annual Plan Review, a platform designed to provide retirement plan sponsors and plan fiduciaries with a detailed overview of their plan's key data and investment performance, including benchmarking information.

EarthColor approached their customer with this application, which incorporated plan data and participant demographics laid out in easy-to-read tables and graphics. Also integrated were plan investment data, including fund objectives, risks, historical performance and benchmark comparisons, as well as analysis of the economy and the financial markets provided by MHFC. The customer was excited about the application and thought it would help bring value to their product offering.

The solution

Since EarthColor developed the Annual Plan Review, they knew exactly how to maximize their robust software and printing capabilities.

After data is retrieved from the client through automated web services, it is brought into their proprietary XML translator and their MIS platform. Using MAX (Manifest Automation from Xerox), FreeFlow Process Manager® is used to preflight the print-ready PDFs, then imposes and sends the files to FreeFlow Output Manager®, who prioritizes and schedules the jobs for maximum production efficiency among EarthColor's five Xerox® iGen4® Digital Presses with Xerox® FreeFlow® Print Servers. By utilizing ORIS Certified Proof, EarthColor is able to ensure maximum print quality and color consistency is achieved.

The books, printed on Mohawk 100 lb cover and 80 lb text stocks, are bound using GBC Sickinger automated binding equipment. To better monitor and track customer shipments and eliminate inefficiencies, EarthColor uses barcodes to populate shipping information and generate labels. Tracking information is then captured to close the job and complete the integrated workflow.

The results

Clients have been thrilled to have a single source for all of their plan performance and market data in a convenient and easy-to-read document. Sales continue to rise as advisors embrace the product.

Not only have sales of the Annual Plan Review helped EarthColor's bottom line, they have also provided their client with a competitive advantage for their record-keeping platform. Most important, this application has strengthened EarthColor's position in the market as a full service solution provider. They now use this application to actively promote the solution side of their business and they are investigating how similar in-house applications can be rolled out to clients in other industries.

