

On-demand digital packaging solution propels 42% annual growth.



Best-of-the-Best Program Winner—Digital Packaging

Xerox Premier Partners Global Network



Microsoft® Packaging,
Digital Packaging

Mediaware Digital Limited

Established in 2009, Mediaware Digital Limited offers customers a unique short-run, on-demand digital packaging solution that takes on huge amounts of complexity from both the supply chain and marketing processes. They do this through an enhanced Xerox Packaging Solution combined with Mediaware's Arc-Link propriety software to seamlessly integrate into the customer's supply chain from order receipt to dispatch. In addition to offering production services at their Dublin facility, Mediaware also provides software and consultancy services to both brand owners and the Xerox Premier Partners Global Network.

On the web:
www.mediaware.ie

The challenge

Microsoft® was in the process of launching their new Windows® 7 operating system and was looking for a way to speed up distribution, cut costs, lower minimum orders and reduce obsolescence, all while adding anti-counterfeiting security measures to every package.

Digital printing of their packaging was a clear solution to meeting these requirements. However, the scale of the job made it very challenging as any solution implemented had to seamlessly work with their order entry, manufacturing and delivery operations—as well as provide consistent quality. As part of the tender process, Mediaware Digital Limited, a company based in Ireland, adopted a can-do approach while all the traditional printers were using old methods for solving modern supply chain problems. Seeing the great opportunity and benefits digital packaging could offer Microsoft and other customers, Mediaware successfully made their business case and secured the contract with Microsoft. Their choice for digital printing partner? Xerox.

The solution

Automation was key to accurately producing the required packaging on time and on budget. Every order started with Mediaware's own Arc-Link software—a unique customer order management system—which automatically downloaded the most up-to-date artwork for each package. Xerox® PrintCise® software then retrieved this artwork while adding any variable information required, including country of origin, bar code and a unique security code in microtext to help deter counterfeiting.

The job was then sent to the Xerox® iGen4® Digital Press, utilizing the Xerox® Automated Packaging Solution powered by Stora Enso Gallop® and the Xerox® FreeFlow® Print Server for a streamlined process. The packages were coated using the Epic Cti-635™ inline coating system and finally cut with a DC 58 die cutter from Kama GmbH.

The results

Before Mediaware's highly automated solution, Microsoft's lead time to produce packages was 20 days. With the help of the Xerox digital printing solution, packaging can now be turned around within 72 hours, including the in-depth customization needed for each unique geographic market.

Microsoft was thrilled with both the cost and time savings, and they have virtually eliminated obsolescence by producing packaging on demand after the initial launch of a product. For Mediaware, their contract has expanded significantly over the last 18 months. More important, their success has brought in a number of new customers in the pharmaceutical and gaming markets and driven their year-over-year growth rate to an impressive 42 percent.

