

Printing costs for full-color
catalogue cut by 33 percent.

La Imprenta Ya®



Prestigious Argentinian
Apparel Brand Catalogue
Best-of-the-Best Program
Winner—Collateral
Xerox Premier Partners
Global Network



Printer boosts revenues, volumes and reputation through high-quality catalogue production.

La Imprenta Ya® takes pride in providing their clients with the technology and expertise to deliver quality printing results in every job. That's why they welcomed the opportunity to put their capabilities to the test by successfully producing an exquisite full-color catalogue for a prestigious Argentinian apparel brand.

Challenge

A fashion company, based in Argentina, offers high-quality clothing and leather accessories with an exquisite local style. With 130 exclusive stores spread across Argentina, Uruguay and Chile, they regularly send out small quantities of seasonal catalogues to promote their latest offerings to their franchises.

While they had used offset printing in the past for these catalogues, the small quantities that they wanted to produce were becoming increasingly expensive. They went in search of a solution and soon contacted La Imprenta Ya® for ideas.

La Imprenta Ya® knew that digital printing offered everything that the fashion brand was looking for, from reduced costs and small runs to incredible quality. "I came from the offset world and knew that my clients could get exactly what they wanted from digital color technology," explained Marianela Bravo, owner of La Imprenta Ya®.

Convincing their client, however, was a different matter. Brand had specific reservations about digital printing quality in terms of color accuracy, which was essential for their catalogue and their customers. Undaunted by this challenge, La Imprenta Ya® went on to make their case.

Solution

La Imprenta Ya® worked closely with their clients to demonstrate just how precise the color matching of digital printing could be. Using their Xerox® 700 Color Press, they produced images of fabric samples with

fine calibration and measurement of colors, even using a spectrophotometer to be as close as possible.

The catalogue also required tabs to be created so franchise owners could easily find and access the sections that interested them the most. This required exact registration during production, which La Imprenta Ya® demonstrated the Xerox® 700 Color Press could also handle.

The client was soon convinced that digital printing could match their exact specifications and production went ahead for an initial run of 160 catalogues. To simplify production, La Imprenta Ya® used Xerox® Freeflow® Process Manager for their workflow which integrated perfectly with their Xerox® 700 Color Press for fast, efficient, and high-quality results. Hardback covers were produced separately and the entire catalogue of several hundred high-gloss pages was spiral bound with wire typically used in the countryside of Argentina.

"I evaluated everything that was out in the marketplace back in 2000 and Xerox was the company that exceeded all others by far in terms of print quality."

—Marianela Bravo,
Managing Partner

La Imprenta Ya®

Headquartered in Buenos Aires, Argentina, La Imprenta Ya® offers high-quality monochrome and color digital printing with a vast range of finishing options. They have a strong focus on delivering the best quality for the best price and are constantly looking ahead to the latest technology, trends and training to meet their customers' current and future needs.

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Results

The client was exceptionally pleased with the finished product on all fronts. Not only did they achieve the precise color matching that they wanted, but they were able to get the small quantity desired at one-third the cost of offset production. What's more, the fast turnaround time allowed the fashion company to start promoting seasonal lines earlier to create greater awareness and excitement about their new exquisite clothing and accessories.

La Imprenta Ya® now proudly uses the high-end catalogue as a showcase of their digital color printing capabilities, fine attention to detail and ability to meet their customers' toughest requests.