

Digital color printing

No matter if it's invitations, customer information such as brochures and catalogs, or customized leaflets and posters, digital color printing gives a new meaning to applications like quick turnaround, short-runs, print-on-demand or 100% variable data printing. Digital printing offers the freedom to realize advertising messages in sophisticated, high-quality style in print media. Instead of having to print thousands of copies, the Kodak NexPress 2100 digital production color press can produce thousands of documents—each with a run length of one—economically and technically efficient.

To find out how your business can benefit from digital color printing: visit our website at www.nexpress.com, e-mail us at info@nexpress1.com, or in North America, call 1-800-336-8868.

Printed on a Kodak NexPress 2100 digital production color press.

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Bates Jackson increases business with digital printing

Success Stories—Customer Profile

Kodak Digimaster and NexPress digital production systems form a significant new profit center.





Bates Jackson sees limitless opportunities with digital printing.

Company Profile

Established

- 1903

Employees

- 25

Location

- Buffalo, New York

Services

- Bates Jackson is a full service provider of copper plate engraving, lithography and digital technology. Digital services include book publishing, on-demand printing, 1:1 marketing variable data printing (VDP), and database management services.

2003 Awards:

- Two PODI Best Practice Awards for its variable data printing work with Smokin Joes and Forge Consulting.

Markets served:

- Corporate (business-to-business), advertising agencies, education, real estate, travel, retail.

Typical products:

- Books on demand (both hard cover and paperback perfect-bound books), basic and advanced letter-shop work, variable data color, direct mail, large format posters/displays, design, marketing, response tracking services, database management services.

Effective, efficient results with digital printing

Challenges faced

- The company's core business was becoming commoditized, which made growth and profitability increasingly difficult and led Bates Jackson to seek new solutions to offer customers.
- Customers demanded that jobs be produced more quickly and with faster turnaround times.

Solutions & benefits

- Bates Jackson turned to digital printing, adding the Kodak Digimaster 9110 digital production system and the Kodak NexPress 2100 digital production color press, which created sales opportunities with new customers in corporate marketing and advertising agencies.
- Through variable data printing, short-run color, print-on-demand and other digital printing solutions, Bates Jackson increased business from new customers by 60 percent.
- Direct marketing programs developed using digital printing often achieved response rates of 30 percent or more; as a result, 40 percent of Bates Jackson's revenues were derived from this new profit center after just two years.

Digital printing helps Bates Jackson customers create successful customized marketing

Bates Jackson stood at a crossroads in 2001. Its core business, stationery and business cards, had become a commodity for the engraving and lithographic printing company that was founded in 1903. The downturn in the commercial printing market had made profitability increasingly difficult, and company Vice President E.J. Flammer needed a solution that would set Bates Jackson on a course for growth and ensure its long-term success. A local car dealership helped provide the answer.

"The car dealer was sending highly personalized direct mail pieces that were produced using variable data printing and tailored to the driving habits and interests of the recipient," he explains. "At the same time, many of our customers were asking us to print more quickly and with faster turnaround times. It became clear to me that we needed to move into digital printing."

Bates Jackson purchased its first digital system, the Kodak Digimaster 9110 digital production system, in 2002. The company immediately captured more work, such as placing addresses on direct mail pieces that it previously would have printed and sent to a mail house.

Expanding with color

Bates Jackson soon added color capabilities with the Kodak NexPress 2100 digital production color press. Digital printing capabilities such as short-run color and print-on-demand allowed the company's sales representatives to take an even more consultative role with customers. Following a number of initial successful projects that used variable data to develop customized marketing programs—often with response rates of 30 percent or more—Bates Jackson gained new business opportunities with large corporate marketing departments and advertising agencies that previously wouldn't have considered them.

"In addition to calling on print buyers, we're collaborating with marketing specialists very early in the process to create printed pieces that maximize the benefits of creating sales

and loyalty through 1:1 messaging," says Flammer. "Since expanding the base of customers we can call on and the services we can provide, 60 percent of our existing customer base started purchasing digital printing."

New applications, more opportunities

Campaigns with strong results that Bates Jackson has produced using the NexPress 2100 press include a direct mail program for a large retail outlet, Smokin Joes. Mailers with multiple coupons used variable data to place recipients' names and addresses on each piece, as well as their first names on the front and inside. The variable data was managed using Kodak NexTreme DL-100 variable data software. Smokin Joes saw a 25 percent response rate from the mailing that went to 14,000 people.

Bates Jackson has had similar success in developing customized programs using digital printing for customers in a number of other markets. Applications include a customized property highlight sheet—complete with information about a property and mortgage rates from the real estate agency's mortgage company—for a leading regional real estate firm, and course materials and books printed on demand for a university.

To continue the steady growth of its digital printing business, Bates Jackson educates customers about the benefits of digital printing and promotes these new capabilities on an ongoing basis. The company holds informational seminars, sends customers personalized calendars, and develops special applications for specific industries to drive new digital opportunities.

"Our digital business has grown exponentially and, after just two years, now comprises 40 percent of our total revenue," says Flammer. "We see limitless opportunities for Bates Jackson as we head into our next 100 years."

More relevant communication. Better results.



E. J. Flammer, Vice President of Bates Jackson and a Partner in digital@batesjackson llc

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