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XEROX®

Technology | Document Management | Consulting Services

Case Study

Results
you can
measure.

Faster turnaround

Beyond Graphics' customers appreciate the faster turnaround when printing carbonless work orders, sales orders, invoices, patient forms and other types of on-the-job forms with color. **Turnaround time to get carbonless forms printed was reduced from seven days to hours.**

Economical printing

The 11 x 17 inch Xerox Premium Digital Carbonless sets are economical for Beyond Graphics because they can print letter-sized forms two-up and then trim them in half, saving click charges and gaining productivity over outsourcing.

No maintenance

Xerox Premium Digital Carbonless **runs well and prevents machine contamination** because of

its patented ink capsule technology. Beyond Graphics has not experienced any maintenance issues related to the quantity of carbonless paper they are running.

Color impact

Beyond Graphics' customers find that carbonless forms printed in color have more impact; color improves the readership, accuracy in filling out the forms by the recipients and the response rate of getting forms back.

Trouble free

The exacting quality standards to which Xerox Premium Digital Carbonless is manufactured, along with its patented capsule technology, means that the paper runs trouble-free through the Xerox printer without scuffing or jamming.

Xerox Corporation

Xerox is one of the world's leading providers of imaging and document supplies. From toner, inks and print cartridges to various types of paper and printing materials, supplies are an important part of the company's overall business. The Supplies Group develops and markets a complete range of paper and specialty media products designed for Xerox digital printers. Xerox papers and specialty media include text and cover grades, coated papers, labels, transparencies, carbonless cut-sheet papers, business cards and more – all designed in the Xerox Media and Compatibles Technology Center to ensure optimal machine performance.

Forms get a colorful
extreme makeover at
**Beyond Signs &
Graphics, Inc.** with
Xerox Premium Digital
Carbonless™ paper.



Beyond Signs & Graphics, Inc.

Since 1997, Beyond Signs & Graphics, Inc. has been providing its clients with the highest quality design on the best materials, making them industry leaders and one of Southern California’s most versatile and innovative image development and products companies.

The Challenge

1

“Before, we offered carbonless printing but we had to outsource it which took a week or longer, just for the printing.”

Annette Cogburn, Production Manager, Beyond Signs & Graphics, Inc.



Beyond Graphics prides itself in providing and coordinating a “one-stop shop” for all customer requirements from Web and graphic design, screen printing, large format and digital printing, vehicle graphics and promotional items. When customers wanted to print carbonless multi-part forms, Beyond Graphics delivered, even though until recently it meant outsourcing the forms – work orders, sales orders, invoices, patient information forms – to get them printed, perfed and/or padded.

The Solution

2

“Xerox Premium Digital Carbonless works great. Using the 11 x 17 inch sets, we get twice as many impressions per click so it’s very economical.”

Annette Cogburn, Production Manager, Beyond Signs & Graphics, Inc.



Beyond Graphics installed a Xerox DocuColor® 2045 in November, 2004 and began using Xerox Premium Digital Carbonless for forms in early 2005. The company no longer outsources carbonless printing jobs, allowing the revenue and profit to stay in-house. The actual printing time to produce and deliver carbonless forms has been reduced from seven days to just hours, increasing customer satisfaction and improving productivity. Xerox Premium Digital Carbonless is designed and formulated with a patented capsule-control coating that stays intact as the paper runs through the DocuColor 2045, printing color on each sheet of a form without machine contamination or service issues. When the forms are filled out, the writing pressure breaks the capsules, creating a permanent image on each sheet.

The Benefit

3

“Time-wise and money-wise, Xerox Premium Digital Carbonless is a much better value for us.”

Annette Cogburn, Production Manager, Beyond Signs & Graphics, Inc.



Customers like the fact that Beyond Graphics can fulfill their form orders more quickly now that forms do not have to be outsourced to be printed, perfed, padded and/or trimmed. Printing the forms on the DocuColor 2045 digital color press means there is no limit to the colors that can be included on the forms, permitting creativity and boosting accurate responses from the recipient. Beyond Graphics also uses other Xerox paper and cover stocks, such as Xerox Digital Color Xpressions 98 100 lb. cover, Xerox Digital Color Supreme Gloss 12 point cover and the Xerox Premium Multipurpose 4024 20 lb. and 24 lb. paper for more routine printing jobs.