

Clone Digital Print & Copy, located in Santa Rosa, Calif., has been serving businesses in Sonoma County since 1994. Clone Digital produces work for many of the local businesses, including banks, wineries, non-profits and small to medium-sized businesses. By offering in-house design services and an array of printing solutions, they market themselves as a four-color boutique printer with quick turnaround times. Owners Ellen Zalman-Rai and Surendra Rai pride themselves on their one-to-one customer service and receive lots of repeat work from a loyal customer base.

Boutique Print Shop Relies on Fiery Driven Xerox Press to Meet Customer Needs

Business uses clear dry ink to help solve local parking problem in City of Santa Rosa

Challenge:

Clone Digital Print and Copy was looking for new growth opportunities that would complement their current offerings by seeking unique applications for their local customers.

Expanding Print Capabilities with EFI and Xerox

Starting years ago with a Fiery Driven™ Xerox® DocuColor 12, Clone Digital has grown its service offerings substantially. Now with a staff of eight, they have a Xerox Color 800 Digital Press and other Xerox color and black and white devices.

When deciding to purchase the Xerox Color 800 Press, the choice for the server was an easy one. As a loyal EFI™ Fiery® user, Ellen said, "I wouldn't go with any other interface. We are so pleased with the Fiery server." The Xerox 800 also brought a new growth opportunity for Clone Digital with the ability to offer the clear dry ink capability to their clients.



“The Fiery server’s integrated spot color management system allows Clone Digital to offer Xerox’s innovative clear dry ink to our clients with little extra time or cost and provides a unique addition to our services and capabilities.”

— Ellen Zalman-Rai,
Owner
Clone Digital Print & Copy

Solution:

As a loyal Fiery user, Clone Digital opted to add a Fiery Driven Xerox Color 800 Digital Press to their production line-up. This solution, with the clear dry ink option and Fiery VDP capability, has helped them expand and grow their business locally with profitable results.

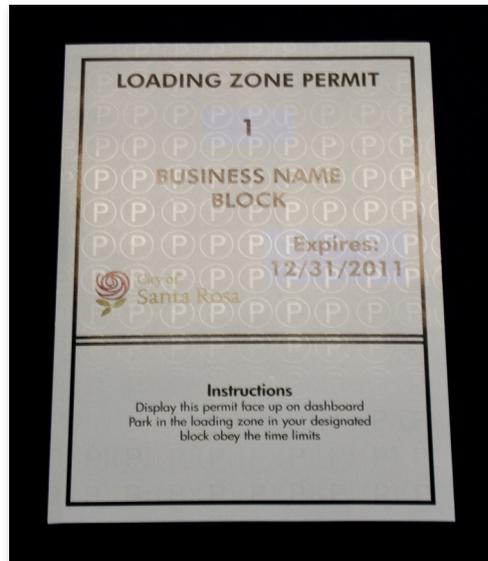
They added this option to the Xerox 800 because they saw tremendous value in this new capability as a way to enhance image quality, reinforce the impact of personalization, and offer watermark documents for security applications.

“We really like the clear dry ink option,” says Mark Johnson, Manager and Graphic Designer at Clone Digital. “The Fiery interface makes it very intuitive. We use Adobe InDesign to assign a spot color as ‘Clear’ to enable the option on the Fiery server. Our customers are thrilled with the results and love the enhanced effects of clear dry ink.”

“The processing speed of the Fiery server is amazing,” continues Mark. “We love the fact that we can offer our clients a fast turnaround and deliver exceptional quality on a consistent basis. As a boutique printer, we need to be able provide one-on-one customer service in a timely manner. This is one of the things that people like about us.”

Innovative Use of Clear Dry Ink

The capabilities of the Fiery server and the clear dry ink option proved to be very important when Clone Digital was looking for ways to alleviate the problems their customers were having when picking up jobs at their shop. Although quaint and lovely, the City of Santa Rosa has a real shortage of parking spaces in the downtown area. This creates a big headache for the retailers because clients can’t easily park to shop, eat or conduct business with local service providers such as Clone Digital.



Working with the City of Santa Rosa, Clone Digital came up with an innovative solution. They designed special parking permits for the businesses to give to customers for use in the 24-minute loading zones. This meant that a finite number of passes were printed using Variable Data Print (VDP) to number them sequentially, and with a clear dry ink watermark

added, they were impossible to copy. Now, the City of Santa Rosa law enforcement can easily see them on dashboards and confirm the permits are legitimate.

Powerful Variable Data Print Features

With its built-in capability for VDP, the Fiery server is well suited to support a wide range of VDP applications, including the ones used by Clone Digital. The flexibility of the driver-based option allows for quick and easy creation of variable data jobs, such as postcards, direct mail pieces and fundraising documents for Clone Digital's non-profit customers.

"We have our regular customers that use variable data for newsletter projects that we do on a monthly basis. We've also been using VDP for wedding invitations. Last month we printed a custom designed invitation for a client and used variable for the invites, envelopes and other inserts. VDP is growing. I think the more people see what's available and that it isn't a very expensive option, the more they'll use it," says Mark Johnson.

These are just a few examples of how the Fiery VDP capabilities and the clear dry ink option from Xerox can meet unique challenges and help print providers differentiate themselves while better serving their customers.

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— Mark Johnson,
Manager and Graphic Designer
Clone Digital Print & Copy

Results:

The speed of the Fiery server, combined with flexible VDP options, has opened up new markets for Clone Digital and helped them creatively solve customer printing problems while providing fast turnaround and exceptional print quality on a consistent basis.





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