



NYC Digital Printer Produces “Haute-couture” Short-run, High-end Catalogues for Luxury Brands Using Fiery Driven™ Xerox Presses



Newly located in the famous Lipstick Building in mid-town Manhattan, The Copy Room has been serving clients in New York and the Tri-state area for over 30 years. George Dispigno, owner of The Copy Room, has a very distinguished client base of high-end clothing, shoe and leather goods manufacturers. As a loyal Xerox customer, George started out with a storefront copy shop and has grown his business to a staff of twelve. All printing is now digital, and is produced on two Xerox Color 800 Presses, Powered by Fiery, two Xerox Nuveras for black and white production, and a wide format printer for posters.

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Mr. George Dispigno, *President*
Mr. Naresh Persaud, *IT Supervisor*

With two Xerox EX Print Servers, Powered by Fiery®, and Xerox Color 800 Presses, The Copy Room has found a niche market in producing “look books” for many luxury designer clothing companies and leather goods manufacturers.



Challenge:

In the fast-paced world of fashion and design, The Copy Room was looking for a way to increase quality and produce eye-popping color output to better meet the needs of a very demanding clientele.

The Opportunity

The Copy Room is a beehive of activity. In addition to the steady hum of the digital presses printing non-stop, there is a constant flow of motion as jobs move through the facility for finishing, binding, laminating and mounting. George Dispigno has built his business by offering a personal service to his clients with a guaranteed satisfaction promise. His team strives to deliver the highest level of perfection for all clients, which include not only the luxury designer companies, but also two world-renowned New York art museums. These elite customers have very high aesthetic and color standards. With the recent move to the new facility



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— Naresh Persaud,
IT Supervisor
The Copy Room

Solution:

With color accuracy and repeatability being an absolute must, The Copy Room installed the EX Print Servers and Xerox Color 800 Presses to confidently deliver clients print projects knowing that the catalogue images with the added impact of clear dry ink are "picture perfect" for their "look books."

in the Lipstick Building, George felt the timing was right to upgrade his digital printing presses so he could enhance his production offerings. By adding two EX Print Servers, Powered by Fiery, and Xerox Color 800 Presses, The Copy Room now offers a new capability with the clear dry ink option on the Xerox presses.

The Solution

George chose the EX Print Servers and Xerox Color 800 Presses for several reasons. First and foremost was quality and consistency. With color accuracy and repeatability being an absolute must, he can confidently deliver work to his clients knowing that the catalogue pictures are perfect for the "look books." Using the Fiery Color Profiler Suite on the EX Print Server helps guarantee that the image of this year's latest stiletto in magenta snakeskin will be exactly as the client specified.

The second was uptime. With a demanding production schedule and clients that typically need everything "yesterday," George can't afford to have any downtime. The Fiery/Xerox solution keeps up with the constant flow of work and allows him to deliver on his on-time delivery promise.

Results

Naresh Persaud is the IT Supervisor and oversees the operation of the Fiery servers. He "loves everything about the Fiery." With so many different types of work coming in on a daily basis, Naresh takes full advantage of many of the production features on the Fiery. He uses spot color matching, Hot Folders and the clear dry ink option on a regular basis.

Fiery Spot-On

"I can create my own custom color profile for any job. I can change the spot colors to any other color that is required. This makes it very easy to color correct client files," says Naresh.

The Fiery Spot-On feature allows for final color tweaking at the Command WorkStation® user interface. Naresh finds this to be very convenient for last minute changes. Color corrections can be made to the standard spot color tables or can be customized for custom tables.

Fiery Hot Folders

“Hot Folders make it very easy to RIP multiple files. All I have to do is put the files onto my Hot Folder on my desktop and they automatically show up in the queue management window on the Fiery Command WorkStation. This saves a lot of time for us and helps eliminate repetitive tasks,” comments Naresh.

Automating the print submission process with Hot Folders saves time and increases productivity. Repetitive tasks and certain print operations can be pre-programmed so that a simple drag-and drop operation helps save time and reduces manual errors.

Clear Dry Ink

“Our clear dry ink feature has been the talk of the town,” says Naresh. “We can now make a regular presentation look spectacular. We are able to enhance client logos and drawings with the clear dry ink. It takes a little work on our end, but it is well worth it.”

The Copy Room has started promoting clear dry ink to many of their clients. They are offering clear dry ink as a way to watermark documents, reinforce the impact of personalization and enhance the image quality. One architectural firm took advantage of this feature for a recent project and was “blown away” by the quality of the output where clear dry ink was used to highlight certain architectural elements on building designs.

The Fiery clear dry ink option is unique because it includes automatic identification of job elements, such as spot colors, text, graphics and images, and doesn’t require the operator to rekey or reprogram the job for a clear dry ink application.

“We can now make a regular presentation look spectacular with clear dry ink.”

— Naresh Persaud,
IT Supervisor
The Copy Room

Results:

With a demanding production schedule and clients that need everything “yesterday,” The Copy Room can’t afford to have any downtime. The Fiery/Xerox solution keeps up with the constant flow of work and allows them to consistently meet expectations with their on-time delivery promise.



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