



Company

Print Storm

Sector

Commercial Print

Location

Gulgong, NSW



Regional printer whips up a digital storm

It takes a busy person to get things done, they say, so it's no surprise Paul Cavalier was elected to Council in the recent local elections. Aside from being a Councillor for the Mid-Western Region in NSW, Paul has other things on his mind, like fighting fires and running a print business.

"I was recently elected to the Mid-Western Regional Council and I'm also a firefighter with Fire and Rescue NSW. That's really a full-time job in itself so that keeps me busy. And I'm the director of Print Storm, a digital print company here in Gulgong," he explained.

Print Storm was established in 2006 by Paul and his father Henry, to satisfy Paul's curiosity about printing. But they very soon had more on their hands than they anticipated.

"We started as a two-man band in my garage. We thought it would be a bit of a hobby, with just a digital printer and a guillotine. We worked hard for about 12 months before it took off, offering digital printing to mines and wineries in the area. There was quite a demand for digital colour printing, but people had to go to Sydney to get it done," said Paul.

Business Challenge

The company immediately offered new marketing ideas for local clients using personalised communication to effectively target audiences. The variable data and tailored solutions with XMPie PersonalEffect software was installed by Fuji Xerox Australia and its authorised dealer Viatek, with a Xerox DocuColor 5000 digital press. No other local print company could offer those services.

"We bought XMPie with our first press because we thought that it was a really good opportunity, and got on board," said Paul. "We've always been keen to adopt new technology quickly instead of sitting back and watching to see how it goes, and that has been a key component of our growth. Whenever we take on new technology it's offered up all sorts of options for clients that other printers just can't offer."

But Print Storm's initial success brought with it some dilemmas. Space was soon at a premium, and the company's digital printers, by now upgraded to a Fuji Xerox 700 Digital Color Press and a Fuji Xerox 4127, could not keep up with the volume of work marching in the door.

Challenges

- Due to Print Storm's success, their existing digital print devices were unable to keep up with the volume of work and were running out of floor space. Print Storm needed to boost their print capacity and maintain their technology lead within the region.
- Print Storm also wanted to reduce their reliance on outsourcing longer print runs.

Solution

- Print Storm invested in a Fuji Xerox Color 1000 Press. It will enable the company to take on even more work without reaching capacity, and opens new territory for building the business.

Benefits

- Improved productivity reduces costs.
- Savings by bringing their production in-house.
- Point-of-difference adds value with clear dry ink.
- Increased marketing opportunities through additional services.

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– Paul Cavalier
Director
Print Storm

These problems were only exacerbated when Print Storm bought Fuji Xerox wide-format printers and offered signs, banners, posters, plans and other large-format work. Design expertise for graphics and websites built even further on Print Storm’s range of services.

“We were running out of room, we were getting new machines and offering different services like wide-format printing, so we moved into new offices and we’ve grown exponentially,” said Paul Cavalier.

Paul and his team knew they had to find a way to boost print capacity and maintain their technology lead in the region. They also wanted to reduce their reliance on outsourced work to offset printers because they couldn’t cope with longer run lengths.

Solution

After due consideration, Print Storm invested in a Fuji Xerox Color 1000 Press. It was the first such press installed in regional New South Wales, giving Print Storm a significant technology edge in its primary markets.

It also enables the company to take on even more work without reaching capacity, and opens new territory for building the business.

Benefit: Improved productivity reduces costs

“The key component in the decision was the production speed of the Color 1000 Press,” said Paul Cavalier. “It’s much faster than the presses we had previously. We held off doing all our work while the Color 1000 Press was installed so we could test it while the technicians were still here. We ran all that work, which would have taken us three days on our old devices, in the space of about five hours. It’s a really powerful press.”

“The Color 1000 Press also saves in running costs because of its reliability. We can rely on it to keep running when we load it up with work and walk away for a few hours.”

Benefit: Savings by bringing production in-house

Paul Cavalier pointed out that Print Storm has reduced its outsourced print work by at least 25 per cent with the installation of the Color 1000 Press, because it can handle longer print runs with print quality that keeps clients coming back.

“We do send quite a lot of print out to offset printers, but since we installed the Color 1000 Press we send out a lot less. We can do a lot of the longer runs now. And because we can do it so quickly it’s much cheaper for us to produce it here, and our clients get their jobs more quickly. We also don’t have the issue of a third party making mistakes and having to explain that to clients!”

One print job in particular has improved because of the Color 1000 Press. Print Storm provides safety tags for local mining companies, but had to outsource them. Not anymore.

“We used to outsource safety tags for the mining industry, but with the Color 1000 Press we can now do them in-house. We print them on Xerox NeverTear, a synthetic stock that’s tearproof and waterproof. The mining companies use these tags to label equipment that’s out of service or items that pose a danger; they’re very important for safety at the mines. The out of service tags, for instance, have a serial number on them, which we can easily do digitally. It’s so much better to do them digitally, rather than offset,” said Paul.

Benefit: Point-of-difference adds value with clear dry ink

The Fuji Xerox Color 1000 Press delivers leading print quality alongside the ability to print on a wide range of paper and synthetic stocks. It also uses Fuji Xerox’s unique Clear Dry Ink, which can add spot or flood varnish effects to suit myriad applications.

“We can now print on a lot of specialty stocks that we couldn’t use before for stationery, weddings, funerals and other special occasions, which gives us new business opportunities.”

“And the Color 1000 Press uses Clear Dry Ink; nobody around us can offer that,” said Paul. “The clear ink is a great, specialised service on top of what we can already offer, and it was a key contributor to our decision to buy the Color 1000 Press.”

“For instance, we discovered that we can put Clear Dry Ink on top of the images we print on brochures and flyers, and when we fold them we get a lot less cracking along the fold, so that’s been really handy. In the past we had to send those jobs out to offset, but now we can print them digitally in really short runs.”

Benefit: Increased marketing opportunities through additional services

To make the most of the Color 1000 Press’s capacity, Print Storm is planning a major push into new territories, and extra shifts to handle the work volumes.

“With the installation of the Color 1000 Press, we have a lot more capacity, and so we’re planning to increase the amount of work we’re doing by starting an afternoon shift and extending our hours,” said Paul.

“We have a lot of clients in Sydney and Melbourne. We used to get most of our work online. We’re about to roll out our new online buying system, and we want to get our own iPhone app running too, to complement our website,” said Paul.

“We also want to expand into the central west, into Orange, Dubbo and Bathurst over the next couple of years. We don’t want to sit in one spot. There are so many opportunities out there.”

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