



Company

eliot

Sector

Creative Publishing

Location

Sydney, NSW

eliot

The Colour of Creative Publishing

Giving life to a creative concept can be a painstaking process. Taking an idea from client brief to final product needs a supportive environment for the spark to ignite.

And bright sparks are abundant at eliot, a boutique publishing company that has crossed several traditional boundaries in the media market. Founded less than three years ago on Sydney's North Shore, the company has grown rapidly because of its ability to generate imaginative and original projects in several media for a client list that boasts blue chip corporations.

"We have nine staff now, and we've recently moved to a bigger studio," said Managing Director Eliot Harper. "We work across a varied space which we label as 'creative publishing' and develop, execute and deliver projects for print, online and mobile devices. What we do best is to help people publish information more effectively irrespective of the channel used."

Despite its expertise in cross-media publishing, eliot still finds that print is a critical part of its everyday operations. It may make up only about 25 per cent of the company's project requirements, but the call for print stretches from software specification lists to corporate reports, from client presentations to mock-ups of new packaging ideas.

"We're not a printer, we don't produce commercial print," said Harper, "but we develop storyboards, proposals, website concepts, proofs and project documentation. Our print requirements are not large, but vary widely and are quite specialised."

Business Scenario and challenge

This broad list of print requirements was problematic for the company, which soon found that its general multifunction device was stretched beyond its capabilities.

The variety of projects produced by eliot dictates that it must have the capability to print monochrome, as well as colour accurately enough to be considered a final proof. It also needed to be able to print on heavy stocks for packaging and labelling projects, and on quality art stocks for high quality proofs. Most project documentation also needed finishing touches such as saddle-stitching or binding, giving a final product that looked highly professional, but without the complexity and with the flexibility to print a single document at a time.

Challenge

- As a creative publishing company, eliot had a broad list of in-house print requirements which required more than what their existing multifunction device could offer.

Solution

- Fuji Xerox Color 550 Printer with a C2 finishing module.

Benefits

- Flexibility to produce short-run client print jobs when needed by printing on demand.
- Improved cost-efficiency by using SRA3 sheet sizes to produce A4 print jobs.
- Using the Color 550 Printer as a proofing device allows for easy client sign off on jobs.
- The broad range of finishing options will enable eliot the flexibility to easily upgrade the device if required.
- Fuji Xerox's high level of service and support ensures maximum uptime and reliability with the device.

Contact details for eliot

Phone 02 9881 5862
email@eliot.com.au
www.eliot.com.au

“The thing I like about it is that it’s very scalable. You can have a variety of finishing options, as well as paper feed tray options. If we change our work output or print volumes... we can just upgrade the Color 550 Printer.”

– Eliot Harper,
Managing Director, eliot

Solution

The company researched the market for a device versatile enough to meet all its criteria, and invested in a Fuji Xerox Color 550 Printer with a C2 finishing module.

The Color 550 Printer combines a number of characteristics which make it ideal for eliot’s requirements. It offers very high image quality with 2,400 x 2,400dpi resolution, and uses Fuji Xerox’s unique EA low-melt toner, which gives a smooth print finish very similar to offset print. The Color 550 Printer can also handle an expansive paper range for both coated and uncoated stock up to 300gsm. There is also a choice of four colour server options, and a number of modular finishing options to suit different print specifications.

Benefit: Cost-effective finishing and printing solutions

“What I love about the Color 550 Printer, is its very cost-effective finishing line. We have the C2 finishing line, which can produce saddle-stitched booklets. So you can have a bound proposal instead of 50 loose leaf sheets of paper,” said Harper.

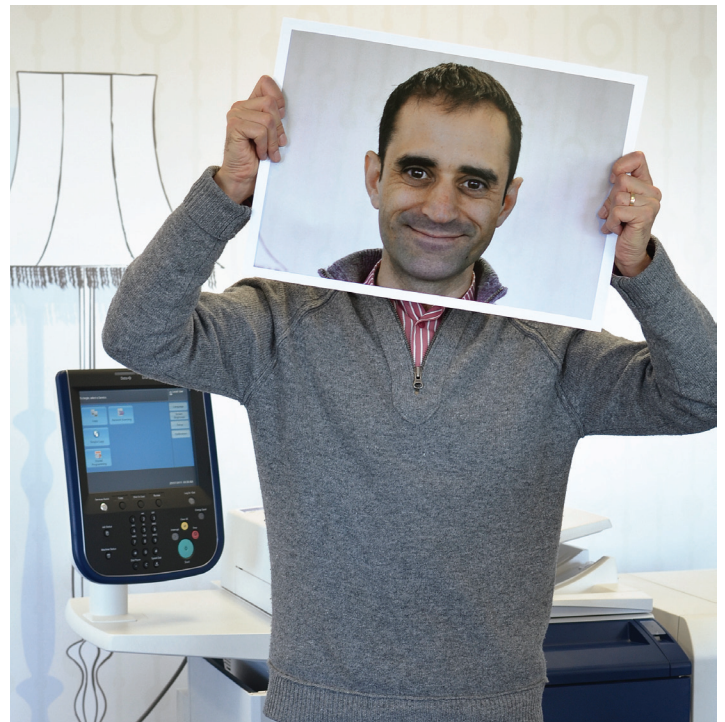
“We can also do short-run client print runs such as newsletters. It’s perfect for that kind of material, and even business cards, but we don’t do client runs as a rule. We will also use it as a proofing device for presentations and concepts, as well as for documentation.”

SRA3 print area provides another bonus for eliot. A4 print jobs can be conveniently printed and bound, while saving the company extra money in doing so.

“It’s much more cost-effective to print A3 sheets and bind them efficiently in one operation as you only have to pay for A3 sheets instead of A4s. The print cost of a typical A4 size job drops significantly as a result,” said Harper.

Benefit: Maximum uptime with reliable service and support

eliot’s publishing and media projects invariably involve tight deadlines for clients who sometimes have little understanding of the complexities in a sophisticated media campaign. It’s in moments like these that both staff and technology must deliver without a hitch. That kind of performance and reliability was top of mind in Harper’s decision to install the Color 550 Printer.



“It really came down to support,” he said. “We live in a deadline driven environment, and if things go wrong you need to know you can get the machine running again very quickly.

“You just can’t match Fuji Xerox Australia for service and support. Investing in something like this is not really a price decision solely; it’s making sure you’ve got that level of support and reliability as well.”

Benefit: Flexibility through scalable finishing options

The choice of finishing options gives eliot the opportunity to upgrade the Color 550 Printer in the future if clients require a different finished product.

“The thing I like about it is that it’s very scalable. You can have a variety of finishing options, as well as paper feed tray options. If we change our work output or print volumes we don’t have to buy another machine, we can just upgrade the Color 550 Printer,” said Harper. “It’s very modular, and it has a very compact footprint for what it delivers.

“We are potentially looking at an option to use heavy stock up to 300gsm. That would be useful for some of our packaging work for product mock-ups.”

However, it was Fuji Xerox Australia’s credentials in colour management and colour control that finally convinced the team.

“We can apply target colour profiles, and use the Color 550 Printer as a proofing device. We get consistent colour quality from the Color 550 Printer,” said Harper. “We are able to take standard press profiles and match them.”

eliot already had the bright sparks; now it has the right print technology to ignite its clients’ projects.

About Fuji Xerox Australia

Fuji Xerox Australia is a world leading enterprise for business and document management services. Through its broad portfolio of document technology, services, software and supplies, Fuji Xerox Australia provides essential back-office support that clears the way for customers to focus on their core business. With awards from the United Nations and the Banksia Environmental Foundation, Fuji Xerox Australia is well recognised for its commitment to sustainability.

For more information, visit www.fujixerox.com.au or www.fxasustainability.com.au

FUJI xerox 

13 14 12

www.fujixerox.com.au

Xerox and the sphere of connectivity design are trademarks or registered trademarks of Xerox Corporation in the U.S. and/or other countries