



### Company

Kingprint

### Sector

Commercial Printer

### Location

Ballarat, VIC

**Kingprint**

## The True Colour of Ballarat

**Just over 100 kilometres west of Melbourne, Ballarat enjoys a reputation steeped in history, built around its central role in the Gold Rush of 1851. The city has a population of over 90,000, and its pivotal role as a commercial hub in the Central Highlands district of Victoria ensures that it will continue to grow.**

Contributing to Ballarat's business culture is Kingprint, a family business started two generations ago by managing director John Schreenan's father. It was, in John's words, a typical old-school traditional print company, until they took on digital printing about a decade ago, making it one of Australia's digital print pioneers. The company today offers services in commercial offset, high-end digital print and online print ordering – "a real one stop shop for our clients", as John Schreenan describes it.

"We've been producing digital print for nearly ten years, progressing with the technology as it changed. We were definitely a pioneer in digital print in this region, and we are continuing to invest in digital in order to stay ahead and ensure our clients receive the right level of service and quality," says John.

"We do a lot of variable data printing, and have done for over five years. When designers want variable data work we are really the only ones in the region they can turn to, unless they go to Melbourne."

Kingprint isn't fazed by metropolitan printers. In fact, the Schreenans have learnt a lot from their bigger cousins and in doing so have created more opportunities for their own regional market, while also expanding opportunities in metropolitan areas.

"We have some clients in Melbourne and several national clients in Queensland and New South Wales," says John. "About 70 percent of our work is from the Western Victoria Region, and 30 percent comes from outside the region."

### Business challenge and scenario

Kingprint might be an industry leader in Victoria, but it doesn't rest on its laurels. To address the increasingly sophisticated demands of clients for personalised print products on a wide range of paper stocks, Kingprint needed to upgrade its digital press. The company had been using a Xerox DocuColor 8000 since 2007, which had given excellent service and had provided Kingprint with opportunities to expand the business into new markets.

### Challenge

- To address the increasingly sophisticated demands of clients for personalised print products on a wide range of paper stocks, Kingprint needed to upgrade its digital press

### Solution

- Color 1000 Press

### Benefits

- Increased productivity via the streamlined workflow reduced turnaround time on print jobs
- Increased customer satisfaction with improved print quality
- Greater print flexibility by utilising a broader range of paper stock
- A broader market offering by leveraging new technologies
- Maximum uptime with reliable service and support

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– John Schreenan  
Managing Director Kingprint

But John and his two brothers in the business were keen to take every advantage of their just-launched web-to-print service, and decided that they needed greater productivity and the capability for higher volumes to meet the demands that had begun to arrive online. The search was on for a new digital press that could take their business to the next level.

Not only did the Schreenans want to offer their clients a wider range of digital print products, they also wanted a digital press that was easy to use and required little maintenance, to keep downtime to a minimum. Also important to the Schreenans was its environmental performance; client requests for sustainable print motivated them to find a digital press that was environmentally sensitive in its carbon footprint.

## Solution

As a user of Fuji Xerox products and technology, Kingprint was invited to inspect the company’s latest technology, in the form of the Color 1000 Press, at Fuji Xerox Australia’s epicenter in Sydney. Kingprint provided a number of test files and the printed results impressed the Schreenans.

Says John, “We were very impressed by the Color 1000 Press. There were three key factors: the productivity of the machine, especially with heavier stocks, the range of stocks it can run, and we really liked the Clear Dry Ink.”

The Color 1000 Press can print on stock weights from 55gsm to 350gsm, both coated and uncoated, at its rated speed of 100ppm. VCSEL technology delivers 2,400 x 2,400dpi resolution and digital halftone screens. Xerox’s patented Clear Dry Ink enables images and text to be highlighted with flood or spot varnishes for extra visual impact, as well as watermarks for added security, at full rated speed.

## Benefit: Increased productivity via streamlined workflow

Kingprint installed the Color 1000 Press in late 2010, and its digital operations have grown exponentially since. The Color 1000 Press has enabled the company to streamline its workflow, and has cut turnaround times on print jobs, much to the delight of clients.

“We have much more capacity now because of how quickly it gets through the work, and in a quality that’s much better than we’ve ever had before,” says John. “It was really the print quality that got us over the line in the end. It’s well beyond where we were before, and our customers have really noticed it. Our design clients are educated enough about print to see the difference.”



## Benefit: Greater flexibility with a broad range of paper stock

For both personal and online clients, the Color 1000 Press’s ability with paper stocks has given Kingprint new product options that single the company out from competitors.

“The machine’s ability to handle a range of paper stocks is a massive help to us. Recycled and textured stocks, and other specialty stocks – they all run on it without any trouble at all,” explains John. “So we can pick and choose what we run, and that gives us some significant advantages with designers.”

## Benefit: Increased market offering

Anthony Jackson, digital sales specialist at Fuji Xerox Australia, and his colleague Stuart Gibbs have known the Schreenan family business for years, and are impressed by their professionalism.

“Certainly in regional Australia Kingprint is ahead of its contemporaries,” says Anthony. “They have state-of-the-art colour production with the Color 1000 Press, and they go to market with very professional marketing skills. With their online solutions, special promotions and email promotions, they’re using this technology really well in a nice country environment.”

“Kingprint’s facilities would always pass the ‘white glove test’. It’s well laid out in their purpose-built factory, and they have a clear direction for moving forward,” he says. “The enthusiasm and youth of the Kingprint team, their keenness to look at alternatives and investigate new technology, and their ability to market the business through different channels to clients make them stand out in the market. I think it’s the energy of Kingprint that differentiates them because they grasp every opportunity to grow their business in new directions. And as a family business, it’s also a very proud business.”

## Benefit: Maximum uptime with reliable service and support

Kingprint is pleased to have support close at hand in Ballarat.

“The local Fuji Xerox dealership, Viatek, here in town is outstanding,” says John. “They bend over backwards for us and make sure we keep on printing. Nothing’s too much trouble for them.”

“We’re trying to grow now through our online system. We have technology on board now to print just about anything, and we’re working towards adding more and more products and services online for the next three or four years. We’re excited by what the future holds for Kingprint.”

## About Fuji Xerox Australia

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