

Local Australian Business Wins Best Use of Collateral in Xerox Global Contest



Business challenge

The Salvo Property Group provides unique and sophisticated residential, commercial and retail developments to Australia's thriving capital cities and neighbouring centres. They were looking to sell apartments in their newest luxury residential project and wanted to create a high-end, oversized book to showcase the allure of this exquisite living experience to interested prospects.

Salvo contacted their marketing communications agency, Extension Marketing to design the book and produce the lush photography that captured the development's upscale style. Extension Marketing knew that the right production solution was critical to creating a book that met their client's expectations for quality, so they quickly engaged Docucopy to discuss how to best approach this project.

Solution

To accentuate the elegance of these residential units, the oversized book was designed with many of the pages containing extensive amounts of rich blacks. It was imperative that Docucopy reproduce these dense colours flawlessly, but they were confident their newest digital printing acquisition could deliver exactly what both Salvo and Extension Marketing needed.

When Docucopy acquired the Color 1000 Press paired with a CX Print Server powered by Creo, Fuji Xerox demonstrated how to get the best quality results with each print run—including dark, solid fields such as the ones required for this project. Leveraging this knowledge, and after careful testing, Docucopy printed the provided Adobe InDesign files on Colotech Silk 170 gsm. The covers were laminated offline and mounted onto 3mm screen card for a refined finishing touch.

Results

These exquisite books aided in the sale of 400 units of this spectacular property. Both Salvo Property Group and Extension Marketing were very impressed with the flawless quality of the books, and in particular with the reproduction of the rich blacks.

Docucopy's customers were also impressed. Since installing the Color 1000 Press and using Salvo's book as a promotional showpiece of its capabilities, sales have jumped 25 percent in the past year for Docucopy with even more projects on the horizon.

Salvo Property Group has already made plans to refine the book and print more in the coming months using Docucopy's production expertise. As a follow-up to this project, Docucopy created a personalised photo book for residents who purchased a unit. Containing a welcome message, incredible shots of every room in their residence and exciting photos of the signing, this not only helped Salvo strengthen its relationship with each resident, but it helps Docucopy showcase even more of its versatile digital capabilities.

Company

Docucopy

Sector

Digital Print

Location

Melbourne, VIC



About Docucopy

Docucopy specialises in digital colour and black-and-white printing with a particular focus on short-run books for schools, developers, banks and an expanding portfolio of industries. Their friendly and professional team work hard to understand customers' print requirements to ensure the advice and services they offer help complete projects in the best way possible.

www.docucopy.com.au

Best-of-the-Best

Docucopy took home the prize of Best Collateral for its work using the Color 1000 Press in Xerox Premier Partners Global Network third annual contest 'Best of the Best' designed to honour digital print excellence.

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