

Printer builds reputation for high quality with digital catalogue for architects.



Best-of-the-Best Program Winner—Books

Xerox Premier Partners Global Network



Canadian Architecture Edition Catalogue, Books

Pazazz

In business for 20 years, Pazazz prints offset up to 56", digital, labels, packaging and wide format on multiple substrates. Pazazz provides a full range of cross-media integrated (CMI) solutions with a focus on service and innovation. A certified G7 Master Printer, Pazazz is also FSC, PEFC and SFI certified and promotes UV inks that are VOC-free.

On the web:
www.pazazz.com

The challenge

Pazazz has always had a passion for printing. So when they were approached to help create a high-end, 244-page catalogue to showcase Canada's leading engineers, designers and architects, they jumped at the opportunity. This *Canadian Architecture Edition* would act as a key reference book to help capture the attention of industry members throughout all of Canada. For Pazazz, it would prove to be a valuable example of the incredible quality that could be achieved through digital printing—particularly for the short run length of 200 that their client wanted.

The solution

Pazazz had both offset and digital printing capabilities at their facility, so they first performed analysis through their Avanti Print MIS to confirm what they anticipated: that digital printing was the fastest and most cost-efficient method of production for this project.

Print quality was of the utmost importance for this publication as the featured architects and designers were very prominent and the book needed to capture the rich colors and fine details of their bold, intricate designs. Accurate crossover was equally as important, as many of these designs spanned page spreads. Fortunately, their Xerox® iGen4® Digital Press paired with a CX Print Server powered by Creo® was more than up to the task.

Substrate selection was also critical to delivering a high-end look and feel, and Pazazz worked closely with the client to determine what would produce the best results before choosing Xerox® Digital Color Supreme Gloss 12 pt. stock for the cover and Gusto Gloss 160 gsm for the interior pages. The layout was completed using Adobe® InDesign® and sent to their iGen4® Digital Press. Each catalogue was then perfect bound offline.

The results

Not only was the first edition of *Canadian Architecture Edition* a winning showcase for the featured Canadian firms and designers, but it has been an outstanding example of the digital printing capabilities for Pazazz. Architecture and engineering audiences particularly have been very impressed with the results, and Pazazz continues to use the book as a key marketing piece to show customers just what's possible with digitally printed books. It's working, too—their digital print business increases every year, and they consistently delight clients with the quality.

