

Incredible digital print quality
helps photo book publisher
increase orders by 100%.



Best-of-the-Best Program Winner—Photo Publishing

Xerox Premier Partners Global Network



Designer Portfolio, Photo Publishing

ColorCentric Corporation

ColorCentric, based in Rochester, New York, provides industry-leading digital printing solutions that enable companies to create effective strategies for increasing their and their customers' return on investment. The company's experience goes all the way back to the infancy of the print-on-demand industry, having been involved with developing the first PostScript® interpreter for Xerox in the mid-1980s. Since that time, ColorCentric has adopted a philosophy of automation and lean manufacturing which has helped them bring their clients closer to the manufacturing process, enabling them to integrate the latest technology to reduce cost, time to market and overall workload.

On the web:
www.colorcentriccorp.com
www.mypictales.com

The challenge

MyPicTales is an online photo book publishing company that offers customers effortless online ordering combined with a wide range of creative and design services. Over the years they had earned the trust of a top-rated professional photography studio who chose MyPicTales to produce their portfolio books which showcased their best work in the fashion and clothing industry. The photography studio had just completed their latest portfolio piece and once again approached MyPicTales to produce the photo book.

It was absolutely critical that the rich colors of their photographs be flawlessly replicated. The studio had developed specific custom color profiles for their work and even the slightest deviation would not be acceptable. MyPicTales confidently turned to their long-standing partner, ColorCentric Corporation, to produce the books knowing from past experience that their Xerox solution could handle this challenge with exceptional results.

The solution

Consistently producing rich color quality is an area of strength for ColorCentric. They had been using Xerox® digital production equipment for years and their expertise combined with training from Xerox ensured they stayed on top of the latest production techniques and trends.

Files were created in Adobe® Photoshop® by MyPicTales and then submitted to ColorCentric through their Web-to-Print solution. They were then printed on the Xerox® iGen4® Digital Press with Xerox® FreeFlow® Print Server. To enhance the book with a crisp photo-like appearance, the vibrant images were printed using Xerox® Color Xpressions® media. The book was then case bound using ColorCentric's own in-house binding equipment.

The results

The photographer was delighted with the finished product. The books captured the color profiles perfectly and digital print production made the small quantity of books produced very cost-effective.

MyPicTales continues to require that Xerox equipment be used for their photo books as it delivers the results both they and their customers want. Case in point: MyPicTales' business for digitally printed books has increased 100 percent in a single year and their photo book orders are up 300 percent from 2008 when they first started working with ColorCentric. Their revenue has also increased 25 percent every year since they started, including a 50 percent increase in 2010. This partnership allows them to focus on the more strategic aspects of their business while ColorCentric acts as their seamlessly integrated fulfillment center.

For ColorCentric, this beautiful photo book is being used to demonstrate their capabilities and outstanding print quality to even more customers and prospects.

