

“The iGen4® is just a champ at handling a wide variety of tasks ... and doing them exceptionally well. The wonderful quality and flexibility lets us print an astonishing array of applications and do a really quality job.”

—Chuck Reese, *President*, Smartpress.com



Our Challenge

Smartpress.com is the online division of a large commercial printer.

While much of the commercial printer's business was growing in the retail space, its founder sought to expand into a new area: online printing services. Entering into this market was uncharted territory for them. They knew little about online marketing or online print fulfillment. But they did see a big opportunity.

Our Solution

Smartpress.com provides an online retail store to a broad range of customers seeking high-quality, graphic-rich printing. The store is based on a platform that allows users to configure custom print jobs, get quotes, place orders and track progress. This platform was completely tailored from the get-go to meet the needs of clients and provide a high level of personal customer service.

The online platform serves primarily graphic artists, photographers, designers and print professionals. To produce this wide variety of application offerings quickly, on a variety of substrates with superb image quality, Smartpress.com turned to Xerox and the Xerox® iGen4 Press.

Our Results

Launched in 2009, Smartpress.com proved to be a success within the first 18 months and has grown to a staff of 30 dedicated employees. Revenues have been increasing steadily by 100 percent year over year, with a 2012 projection of \$6 million. In October of 2012, Smartpress.com's two iGen4 presses surpassed the 1 million impression mark, producing over 3.25 million total impressions for the month alone. Given the complexity of jobs they process, with nearly 200 different jobs each day on a variety of substrates, this was certainly no small feat.

Smartpress.com is in the business of printing, and with Xerox, they've been able to grow that business by producing more output on different media with image quality that keeps their customers satisfied.

“In the Smartpress.com world, where the iGen4 really makes a difference is that it is so good at working with a wide variety of substrates—we use over 50 different paper stocks.”

—Chuck Reese, *President, Smartpress.com*



Growing with Service and Quality

The Smartpress.com business got started at just the right time when the world was moving to digital. Providing an experience where clients always felt connected to a service representative was critical.

To deliver superb customer service and make it easier for their commercial customers to place orders for print-on-demand promotional and point-of-purchase items, Smartpress.com's in-house team developed an easy-to-use, customized, online software platform.

“This platform lets us deliver a higher level of service to our customers, setting us apart from our competition,” said Chuck Reese.

Short Runs Impress Like Offset for Less

Most of the jobs produced by the shop are short run, so the ability to run 150 of one, 200 of the next, 500 of another, all while switching between media and maintaining a high level of quality through automation, is key.

The iGen4 presses' flexibility and quality let them print on an astonishing array of substrates—including coated and uncoated stocks, linen, cling, vinyl and magnets. With its matte dry ink, the iGen4 allows Smartpress to produce a level of color image quality that's virtually indistinguishable from offset. By providing a consistent and uniform appearance across highlights, midtones and shadows, the benefits of matte dry ink have proven critical for the variety of applications run by Smartpress.com. It is this combination of speed, service and reliability that keeps customers returning.

About Xerox. Xerox is the world's leading enterprise for business process and document management. Xerox technology, expertise and services enable workplaces—from small businesses to global enterprises—to simplify the way work gets done so they operate more effectively.

Unique Media Offerings

The iGen4 presses' flexibility, speed and quality also help the printer excel in their commercial business. For example, a major electronic store came to them needing to quickly produce what they call their “armstretchers”—an oversized, multifold, eight-panel brochure.

“With the iGen4 EXP Press and its 26-inch sheet size capabilities, we were able to easily produce a run of 110,000 brochures over a weekend, receiving the order on a Friday and delivering to the customer on Monday,” said Reese.

Xerox® LayFlat paper from Holmberg helps Smartpress differentiate its hardbound photo books with an elegant feel, as inviting as that of a high-end coffee-table book. Because the paper lies flat, the entire image on the page is visible, creating flawless crossovers without sacrificing any of the image to the gutter. This quality differentiation helps set Smartpress.com apart, which is important when vying to produce thousands of an organization's annual books.

“Because of the flexibility of the machine, there's almost nothing we can't do. Customers love the speed and they love the price for the quantity they are ordering. We love the quality of our iGen4 output, especially the matte dry ink. Matte dry ink has taken the platform to a new level,” said Reese.

Partnering to Keep Customers Satisfied

Smartpress.com and Xerox have worked closely to help ensure the printer's success. By introducing them to a number of vendors and partners, Xerox has been able to further enhance the capabilities of Smartpress.com and their operation. Coupled with the iGen4 and equipped with various partner solutions, they now have a complete turnkey solution at their fingertips.

The Xerox relationship continues. According to Reese, “Customer expectations are becoming increasingly quick turn. You need reliable equipment to begin with, and you need a strong service partner. Xerox has been awesome in terms of keeping us running.

“To be competitive in this market you have to be able to deliver on time. You cannot disappoint people and get return business.”

Close to 70 percent of Smartpress.com's business today is from repeat customers. And it's understandable why they keep coming back. Superb image quality. Fast turnaround times. Unique applications. And excellent customer service.

Smartpress.com has a 100 percent satisfaction guarantee. According to Chuck Reese, to the best of his knowledge, no customer has ever left unhappy.

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Ready For Real Business