

UK printer delivers high-value projects while lowering environmental impact

Rapidity gains efficiency, versatility with Xerox® Iridesse® Production Presses.

“When you put the capabilities of the Iridesse® Press together with the Xerox service model, I don't think anything else competes quite honestly.”

– Paul Manning, Managing Director for Rapidity



ABOUT THE CLIENT

Rapidity is a family-owned, commercial printer located in Central London. One of London's top printing companies, it provides high-value custom services to a wide array of customers using cutting-edge technology.

CASE STUDY SNAPSHOT



The Challenge

- Rapidity decided to refocus its business on high-value, lower-volume custom print services.
- The contracts on its older, digital ink-based presses were expiring and it wanted to invest in new, more efficient equipment to coincide with a move to its refurbished building in Central London.
- They needed more versatile digital presses that would deliver high image quality as well as specialty inks, metallics, and embellishments required by a shifting mix of print work.
- The presses needed to be energy efficient in keeping with its efforts to reduce its environmental impact.
- They wanted easy-to-use equipment that wouldn't require a significant ramp-up process.
- They also sought a reliable service model to eliminate the ongoing engineering maintenance demands its older presses required.



The Solution

- After reviewing market offerings, Rapidity decided to return to working with Xerox, which had a proven track record and would provide an easy transition to products it knew.
- Rapidity installed four [Xerox® Iridesse® Production Presses](#) to provide CMYK plus specialty inks (metallics, fluorescents, white, and clear) capabilities to embellish bespoke print work.
- The Iridesse presses fit in a small physical footprint, meeting space requirements in the refurbished company building.
- [XMPie®](#) technology lets Rapidity create personalized communications for customers seamlessly, at scale.
- [Xerox® FreeFlow® Core](#) pre-press software provides intelligent automation for workflow management.
- The equipment is backed by the Xerox 24/7 support model.



The Results

- Ease of use and previous experience with presses from Xerox meant the company was able to switch on the new presses over a single weekend, getting Rapidity up and running quickly.
- Productivity is “through the roof,” with easy-to-use presses.
- Presses provide high-quality results on a wide range of services, from direct mail to normal work, to embellishments to prototype packaging.
- Rapidity has seen a 60 percent decrease in energy use, which the presses contributed to substantially.

THE CHALLENGE

Adapt to changing demands with smaller footprint, more versatile presses

Rapidity, a family-run, London-based printer, has been providing high-quality printing and finishing services for a vast range of direct marketing, display, and creative print solutions for more than 30 years. In recent years, the company and the print industry have seen a decline in demand for high-volume printing as the internet displaced commoditized work.

In 2020, Rapidity was on track to refurbish its building in Central London and centralize its operations there to further its efforts to reduce its carbon footprint. When the project was delayed due to the pandemic, Rapidity Managing Director – Paul Manning says his company regrouped and decided to rethink its business strategy. While high-volume jobs like flyers, stationery, and business cards were shrinking, the company found a growing demand for high-value custom jobs like invitations, brochures, and packaging with more embellishments, specialty colors, unique substrates, and premium finishing.

Rapidity decided to refocus on low-volume, bespoke specialty work that would tap into the robust rebound in business in Central London. As part of the shift, Manning noted, it made sense to replace its large, digital liquid toner presses with smaller, more versatile dry-ink presses that would deliver high-quality inline embellishments with increased energy efficiency. The contracts on its older presses were expiring and it wanted to invest in new equipment to coincide with a move to its refurbished building.

The new presses needed to be easy to use, offer a wide range of high-quality print capabilities, and be energy efficient. They also needed a smaller physical footprint to meet space challenges in the new site.

“We didn’t want to end up with some complicated, heavy machinery that would suck the life out of the local energy grid. That’s how we came back to the Xerox Iridesse Press, really,” Manning says.

THE SOLUTION

Energy-efficient digital presses that go beyond CMYK

The basis for Rapidity’s decision to return to dry ink-based digital equipment was two-fold. Not only has specialty ink technology improved over the past decade, Manning notes, but customer preferences have shifted from the traditional lithography standards to striving for images that look like what is on a digital screen.

After reviewing marketing offerings, Rapidity reached out to Xerox for a solution. A longtime Xerox customer in the past, Rapidity was familiar with Xerox® Products and valued its reputation and its service model.

They found that the [Xerox® Iridesse® Production Press](#) offers digital CMYK plus specialty ink capabilities as well as the high-quality images and ease of use it wanted. Iridesse is ENERGY STAR® certified, demonstrating it meets stringent energy efficiency criteria. It has a “tiny” physical footprint and is backed by 24/7 product support. Rapidity also took advantage of the Genesis Initiative Program’s training resources from Xerox to better design for digital embellishments.

The Iridesse Press is backed by an intelligent ecosystem of automated and AI-assisted solutions, including [XMPie®](#) technology to create personalized communications for customers and powerful [Xerox® FreeFlow® Core](#) workflow management software.

“So that’s why we got four of them,” Manning says. “Because they do everything for us, from direct mail to normal work, to embellishments, to prototype packaging, to you name it. It just ticks every box that we needed to tick.”

“There’s a press that’s similar to the Iridesse from another manufacturer, but really we wanted to come home to Xerox essentially.”
– Paul Manning, Managing Director of Rapidity

THE RESULTS

Amazing print service results, reduced energy use

Rapidity installed four Xerox® Iridesse® Presses over six months and launched the new technology in a single weekend. Because many of its staff members had used presses from Xerox previously, the transition was very quick.

Manning says the new presses are producing “amazing” results for customers, who can leverage a range of specialty features in a more collaborative creative process, especially metallic, fluorescent, white, and clear inks on specialty stocks.

Company productivity “is through the roof,” he says, due to the ease-of-use as well as the 24/7 maintenance services. Its main production engineer is now freed up from the time-consuming task of maintaining the aging presses and is extremely happy with being able to just run print jobs without interruption.

Rapidity has had a 60 percent decrease in power usage over three months. While the refurbished building has many energy-efficient features, Manning says the new presses are the largest factor in the reduction of power use.

He says that Rapidity has only just begun to tap into the high-value custom market, which has considerable potential for growth.

For more information on how we can help you, visit xerox.com/iridesse.