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Elite Timepieces Sets High Digital Bar

Ripon uses the Xerox® iGen4™ to deliver coffee-table book quality to luxury product shoppers.

A Case Study Published by Ripon Printers



Telling the Story of Digital Quality

Our New York City-based publishing client markets to an elite group of consumers who have the resources to enjoy private jet travel. This discriminating audience knows quality and demands excellence across the spectrum of their luxury lifestyles, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate. The publisher turned to Ripon Printers' digital printing capabilities to produce a table-top book, *Elite Timepieces*, showcasing their products to a most discerning audience.

Ripon Printers helps publishers and marketers meet their short-run, targeted printing needs, offering both high capacity and print flexibility. Our digital press repertoire begins with two Xerox® iGen4™ systems, which represent the latest version of breakthrough variable data technology. All of our color digital presses are able to consistently reproduce clear, sharp images with the lifelike skin tones, smooth gradients and the color accuracy needed in today's marketplace.

Challenge

The publisher was skeptical of the quality that could be produced on digital equipment in the 14" x 18" size desired. As a result, the client originally wanted to print the book on a conventional offset press. But the very low run quantity of the project simply made this option too expensive. Ripon Printers won the project assignment after successfully demonstrating that it could indeed produce the required size with superb image quality using the Xerox iGen4.

Solution

The combination of a CX Server powered by Creo® with a Xerox iGen4 delivered the

flawless image quality the client sought, while the 100 lb. Sterling Gloss Text gave the book the refined look and feel appropriate for the affluent target audience. Featuring an embossed cover and select pages laminated throughout, the entire piece was sent out for case binding before being shipped off to the client.

Results

The publisher was able to sell out the first run of the books and discovered that the superb image quality prompted an unexpected outlet for the book. Many high-end department stores purchased several as a way to display their inventory of fine watches without having to remove the actual items from the security of their cases.

The piece won top honors in two categories—**Best in Category** and **Best in Show**—at the **Printing Industries of Wisconsin's Graphic Excellence Awards**. Then Xerox named the *Elite Timepieces* book a **Best of the Best Contest** winner. These awards also led to plenty of positive PR for the client.

