



Case In Point

GRAPHIC ARTS SOLUTIONS

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— Stephen Holtzman, Chief Technology Officer, D-Zign S.A.B.



D-Zign S.A.B. Staying on the Cutting Edge

Company Profile

Montreal area-based, award-winning D-Zign S.A.B., Inc. designs and manages the production of packaging and advertising for global clients in the consumer products and healthcare industries. Clients include Beiersdorf Canada Inc., which uses D-Zign S.A.B. packaging and campaigns to support many of its lines in Canada, including Nivea® and Elastoplast®; The Procter & Gamble Company; Smith & Nephew, whose hospital products arrive in distinctive D-Zign S.A.B. packaging; Schering Plough, maker of allergy medication Claritin; and Vétoquinol North America, a veterinary and pet supply pharmaceutical company. D-Zign S.A.B. is privately-held and has been in business for more than thirty years.

Challenge

D-Zign S.A.B. earned a reputation for delivering superior color quality jobs at unparalleled speed after installing EFI Splash™ technology more than seven years ago. With their business growth, they need even more speed and power to improve operational efficiency while enhancing the quality of their packaging prototypes,

design samples and press proofs in order to win new business. D-Zign S.A.B. sought a solution that would offer exceptional return on its investment and raise the bar even further on quality.

Solution

D-Zign S.A.B. installed EFI's latest generation Splash technology, the Splash RPX-i workflow solution, when it upgraded to a 40-ppm Xerox DocuColor 240 color multifunction system to accommodate demand for faster, higher quality color output.

Results

While the agency had been pleased with earlier generations of EFI Splash technology, they were amazed by the speed and quality generated by the new Splash RPX-i Mac OS X-based workflow software option designed for the Xerox DocuColor 240/250. D-Zign is now able to produce samples and prototypes in-house, and they have new competitive advantage in terms of quality and turnaround time. Splash RPX-i plays a significant role in helping them satisfy clients and secure new business. Additionally, due to the print speed and quality delivered by the Splash RPX-i, the agency and its clients benefit from excellent color fidelity for increasingly common shorter runs that cannot be cost-effectively produced with offset, as well as from proofs that can be matched with no variation by the offset press.



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— Steve Buist, Founder and President, D-Zign S.A.B.

Splash RPX-i: The New Standard

Seven years ago, D-Zign S.A.B. managers hired technology consultant Stephen Holtzman to help improve agency productivity. When he ran the numbers, it was clear: an investment in EFI Splash technology would save time and money over the existing inkjet proofing while improving job quality. Today, Holtzman is D-Zign S.A.B.'s chief technology officer.

“At the time, I showed D-Zign how much they were spending on inks versus using a Splash color server connected to their Xerox DocuColor 12. The company's bills were adding up into the thousands of dollars for inks. Given the costs, it was a better value to go with Splash. They could recoup the cost from their clients, plus recoup lost time.”

Holtzman's assessment was accurate: D-Zign S.A.B.'s productivity and profitability increased. Holtzman notes that many factors contributed to increased profit margins, “but the Splash G640 with our high-end Macintosh made a significant impact in terms of speed and productivity.”

Seven years later, D-Zign S.A.B. is still a loyal Splash user and has once again raised the bar on its standards by migrating to the new Splash RPX-i, installed on a new Apple Power Mac Quad, using a Xerox DocuColor 240 for output. And they are happier than ever. Holtzman says, “The

combination of EFI Splash RPX-i and the Xerox DocuColor 240 has delivered a new level of color management and quality, unmatched by any other systems on the market for speed, image quality, color matching, consistency, and above all, reliability. We are now able to offer an even higher level of standard to our current and new clientele.”

Staying at the Forefront

D-Zign S.A.B. is dedicated to staying at the forefront of technology in order to better serve its clients, and upgrading to EFI Splash RPX-i and the DocuColor 240 helps D-Zign stay ahead of its competition. Holtzman says, “Improved productivity is critically important to us because ultimately, it's what delivers customer satisfaction. The new color matching with the Splash RPX-i is unbelievable and has certainly been worth the investment.” Founder and President Steve Buist adds, “The client reaction has been phenomenal. The quality and intensity of the colors are amazing, especially dark solid colors. Nivea materials, for example, use dark solid blues that are difficult to achieve with digital printing, but with the Splash RPX-i, the output looks almost like offset.”

In fact, Buist has been able to provide his printing partners, including Transcontinental, one of the world's largest printers, with proofs generated by Splash RPX-i and the DocuColor 240 that are so close to the final desired press output that he no longer needs to be present at press

checks. He says, “This has made a huge difference in my personal productivity. The gamut of colors we can produce is excellent—we simply tell the printer to produce the job with no variation from the proof. And I am no longer waiting around the pressroom at one in the morning for a press check.”

Eliminating middle of the night press checks is not the only productivity enhancement enabled by D-Zign S.A.B.'s Splash RPX-i workflow. Set-Builder enables the user to group documents and print them with one set of commands. And the Schedule Job feature lets them automate their workflow and optimize output on the DocuColor 240, as well as the productivity of their people.

Eliminating Outsourcing

D-Zign S.A.B. designs and produces packaging for its clients. According to Buist, “We produce a lot of samples and prototypes, and with the combination of Splash RPX-i and the DocuColor 240, we can now do it all in house instead of sending it out. This is more cost efficient and profitable for us, and faster for our clients, for whom time to market is critical. We literally are able to produce litho-quality proofs, and with the ability to print on heavier stock, up to 12 point, we can also produce mock-ups for cartons in-house. I try to keep as much work inside these four walls as possible, and we are doing



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so more than ever before. We save our clients money, our pricing is better than the competition, and we are still making a good dollar.”

From 15 Minutes to Seven Seconds

Holtzman is particularly pleased with the speed of throughput offered by the Splash RPX-i with EFI Smart RIP technology. Smart RIP combines intelligent processing with the efficient utilization of the latest hardware to optimize and accelerate RIPing performance. Smart RIP ensures the fastest possible processing for all hardware configurations. As testament to the effectiveness of Splash RPX-i Smart RIP technology, Holtzman cited two tests the company conducted that astounded everyone. Shortly after installing the system, Holtzman sent a 200 megabyte Photoshop file through Splash RPX-i and the file was processed in seven seconds. “It would have taken a minimum of 15 minutes with our previous configuration,” says Holtzman.

Additionally, D-Zign S.A.B. worked with a shop that was considering the purchase of an EFI Splash RPX-i. He reports, “We processed an Illustrator file consisting of eight pages for this company. On their

existing system, it took 20 minutes to process; with the Splash RPX-i, it took three minutes. Time savings of this magnitude is priceless in our business. The shop purchased Splash RPX-i.”

Buist further explains, “Outputting the files has always been the biggest drawback to computer printing, not only in terms of speed, but also in terms of quality. Now we have cleared that hurdle, and we are usually at least 90% of the way to perfect output on the first try. And because of the greatly increased processing speed with the Splash RPX-i, if we need to make adjustments and output it again, there is little impact on the overall schedule.”

Partnering with EFI

D-Zign S.A.B. has been delighted with the relationship with EFI. Buist says, “EFI certainly understands the graphics industry. Any problems we have ever come up against, they have solved quickly to our utmost satisfaction. Nothing is too big of a challenge for them. They want us to be able to produce as quickly and effortlessly as possible. I wish we had other partners as conscientious about quality and customer service as EFI.”