Customers Boomerang for Personalized Marketing Campaigns Produced on Fiery-Driven Xerox iGen3 110 Digital Production Press

**CHALLENGE:**
“When people have a print need and they want the best, they come to us. We require the industry’s leading technology to meet our customers’ high expectations – EFI Fiery is it.”

Boomerang has two customer service mottos: “It’s Your Project. On Time. Under Budget” and “Results, right back atcha.” Boomerang delivers on these promises by partnering with technology leaders and using advancements in the industry, like EFI innovation. Working with EFI powers superior client service and the results that keep customers coming back. Boomerang was created specifically for the strategic move to offer high-value marketing services, leveraging the company’s new Xerox iGen3 110 Digital Production Press. Realizing that personalization increases customer response, Boomerang would focus on creating marketing campaigns that emphasize relevance through variable data printing.

When advising clients about optimal personalized marketing campaigns, Boomerang requires the means to dynamically assemble brilliant, eye-catching four-color images, text, and other objects to create highly customized documents for their clients – to increase the response rates of direct mail and the many other forms of marketing communications Boomerang would offer. They needed a solution that would enable them to hit the ground running as they launched their marketing services business. That’s where EFI came in, with industry-leading Fiery technology.
For Boomerang, the choice of the Fiery to drive their Xerox iGen3 110 Digital Production Press was obvious. Their print operators come from HonBlue, which also uses PSI™, EFI’s industry-leading print management system, and they've preferred the Fiery server to drive their digital output devices for more than 15 years. “Using the Fiery is like second nature to us, and EFI delivers the industry’s most advanced VDP and color features – invaluable as we create visually compelling personalized pieces;” said Boomerang Operations Director Jaison VanDenover. VanDenover also pointed to integration ease, stability, scalability, the intuitive Command WorkStation® user interface, and imposition capability as critical factors in his decision.

The Fiery features Fiery ColorWise®, the EFI in-RIP color management system, delivering color that is consistent across applications, computer platforms, color spaces, and color file formats. EFI’s Graphic Arts Package, Premium Edition, delivers expert-level tools for Boomerang’s GA professionals. Boomerang also uses EFI’s award-winning Color Profiler Suite profiling solution, which integrates with the Fiery and enables Boomerang to create, visualize, test and edit color profiles using a single profiling solution and achieve the highest color quality at all times.

**SOLUTION:**
“We always get the industry’s best from EFI. For more than 15 years, we’ve chosen Fiery – for extreme stability, the most intuitive user interface, and the ultimate in color management.”
“With the Fiery, we’ve really upped the automation factor, particularly with Hot Folders and the imposition feature, to eliminate virtually all manual prepress work,” said VanDenover. EFI Hot Folders improves Boomerang productivity by automating the job submission process and batch processing PostScript, PDF and VDP files. EFI Impose Fiery Edition is a WYSIWYG client/server-based imposition application that enables Boomerang to quickly impose entire documents, regardless of how complex the imposition template is. Providing the unique ability to create an unlimited number of new custom imposition templates, this feature is independent of platform, application, and file format, and supports a wide variety of source documents, including all VDP languages.

Further boosting Boomerang’s ability to offer its clients the best in VDP, EFI partners with the leading third-party personalization software providers and supports such VDP languages as industry standard PPML, Xerox® VIPP, Fiery FreeForm™, and a host of additional legacy proprietary languages, ensuring that the Fiery readily integrates into Boomerang’s workflows and delivers consistency regardless of whether the job is VDP or non-VDP.

“We chose the Fiery for its scalability, too. Based on what we’ve seen so far, we expect continued success for our marketing services business, and the Fiery will grow with us as Boomerang expands,” concluded VanDenover.

RESULTS:
“With all the automation, efficiency and color capability the Fiery offers, I’m able to empower our print operators and our sales reps.”
Print to Win

EFI (www.efi.com) is the world leader in color digital print servers, superwide format printers and inks, industrial inkjet printing systems and print management, Web-to-print and proofing solutions. EFI is dedicated to giving customers a competitive edge with award-winning, scalable solutions from creation to print that maximize productivity and increase profits. EFI maintains 23 offices worldwide.