Case In Point
PRODUCTION PRINTING SOLUTIONS

Jubels, EFI Fiery® and Xerox™ iGen3™: Leaders in the industry of digital print

Traditional print is an art. Digital print however is quite different. There is no doubt that there are many opportunities, but the question is, how to grasp them? It is not just about who understands the business best. So how does one stand out in a market that has so many players?

It seems as though there are two main factors that determine success: high level involvement and flexibility. In order to give customers that bit extra they are often looking for, it is important to employ skilled people and to own the right production tools. In a world that evolves so rapidly, key players just have to ‘do it right’.

Jubels, founded in 1902 by the Jubels family, understood the concept of ‘doing it right’ from the very beginning. After first starting out, it didn’t take long for them to become the largest producer of wedding invitation cards in the Netherlands. But, they were smart enough to look beyond this type of print work and to notice new opportunities. Jubels was one of the first printers to switch from offset. Opening various copy shops in 1978 was another unexpected and daring move. Yes, Jubels was a real pioneer in the industry and kept this status over the years. They proved their innovative character again in July 2005, when they were the first printer in the Netherlands who chose to invest in an iGen3 from Xerox.
“Price is not our main focus continuous quality is.”

Jeroen van Druenen, Commercial Director

A solid customer base is a key element to a successful business and Jubels customer base is diverse. The larger companies in the Netherlands are widely represented: ABN-AMRO, KPMG, Hema, Corporate Express and the province of Northern Holland. All of these companies rely on Jubels for their print work, both simple and complex jobs. One example of such a complex job is the production of return labels for a large retailer. The production process involves offset, variable data printing, laminating, cutting and logistics.

Playing the market

Jeroen van Druenen, Commercial Director, comments on their production: “It is all about handling materials in a smart way”. He very much enjoys advising customers how they can get the best result from their mailings. Giving advice has become a central element within Jubels. They have long since become much more than a “regular” printer. According to Jeroen, it is necessary to think along with the customers, to advise them on return of investment. “Price is not our main focus, continuous quality is.” And in order to deliver good quality, people and resources are very important. They made Jubels into the successful player which it is nowadays.

The Jubels approach clearly works. They’ve gained a very stable position over the years. Operating in a market which competes on three levels: price, quality and flexibility. Jubels chose to combine two. They offer high quality, personalized print work – different for each customer.

Extensive testing on color performance

Jubels has acquired reliable business partners over the years. For their digital print business, they chose to partner up with Xerox. For the last 30 years they have successfully worked and developed together. Though the cooperation with Xerox remained consistent, their choice of technology was not. The Xerox DocuColor 2045 (now driven by an EFI Fiery controller) was initially installed with a RIP from a competitive brand. After a six month trial period the controller failed to meet Jubels’ demands. The main problem was a lack of color consistency which is of key importance at Jubels. They then opted to test all three available controllers on color performance and chose a replacement RIP which showed excellent and consistent color output: Fiery from EFI.

Still holding on to their pioneer status, Jubels kept a close eye on market developments. They noticed the fast growing trend in variable data printing in a very early stage. On the other hand offset volumes decreased. Three years ago, the split between offset and digital print was 80/20 within Jubels. Now the balance has evened to 60/40 and is expected to turn around, equaling 60% digital print work in three years time. This outlook encouraged Jeroen to invest in digital print with variable data possibilities.

At the same time, Xerox introduced her iGen3. Jeroen was quick in expressing his interest. Key to making a decision for such a large investment is a reference installation. As there weren’t any other companies in the Netherlands at the time which were working with iGen3, Jeroen visited Kaestl in Stuttgart. He was accompanied by sales representatives from both Xerox and EFI. The iGen3 in Stuttgart was driven by a Fiery from EFI. The combination showed excellent output and incredible speed in processing data.

Having decided to invest in an iGen3, there was no doubt which controller would drive the engine. After the earlier positive test runs with their Xerox DocuColor 2045 and the excellent results they saw at Kaestl, there was just one option. The Fiery controller met their needs best because of excellent management, high production speed and the standard imposition tools. To ensure full use of the installation, the operator was invited to the EFI office for a full training on the many features. During and after the actual installation, both EFI and Xerox provided further training on location to prepare and help Jubels with their Fiery driven iGen3.

A very complete standard version

The standard version of the Fiery controller already has an extensive set of tools for management. EFI also delivered the Colorprofiler for measuring colors. It can be used to create print and screen profiles. Jubels can now store customer specific colors in the Fiery, ensuring consistent output with each print.

Before the installation of the iGen3 with the Fiery, this quality and consistency could only be reached with an offset press.

Very flexible with variable data

Jubels uses the iGen3 for implementation of variable data printing. Each Fiery controller has FreeForm at no additional charge. This application processes variable data and takes the heavier common elements out of the source files, keeping the network free from heavy traffic and reducing the processing time of print jobs. This is an important feature as 70% of the print jobs on the iGen3 involve variable data. When printing larger volumes of variable data, Jubels can choose to print parts in offset and to keep only the variable data for the iGen3. By offering this possibility to customers, Jubels offers competitive pricing for these, often very expensive, print jobs. Personalized mailings. Digital print with output that equals offset quality. The Jubels family could not have predicted it when they started in 1902. But these days, people are not surprised to see advertisements with personal messaging. Or calendars with images that carry someone’s name. Mass correspondence with a personal touch. Xerox printers and EFI controllers make it easy, Jubels makes it possible.