



HOW A MAJOR COMPANY INCREASED GROSS PROFIT BY 40 PERCENT BY BUYING A XEROX PRESS FOR IN-HOUSE PRINTING



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A RAPID TURNAROUND

Paragon Media has been providing turnkey services for duplicating, printing, packaging and fulfilling video cassettes, CDs and DVDs for over 19 years, with facilities in Seattle, Portland and Chicago.

Originally, Paragon sent the package materials, including label sleeves and accompanying booklets, out for printing. Printing them in-house didn't fit their business model. As electronic media proliferated, more of their customers wanted customized printed materials in shorter turnaround times.

After investigating the marketing opportunities presented by converting to in-house digital printing with Xerox, they realized that providing personalized, high quality packaging materials, along with their expertise in media manufacturing was a highly compatible and potentially profitable business extension.

Improved profit margin

Bringing printing in-house and standardizing on digitally optimized Xerox papers increased Paragon Media's gross profit margin by 40 percent.

Reduced turnaround time

Paragon reduced their standard production turnaround time by 60 percent with the switch to in-house printing.

This they did along with using papers and cover weights that have been specifically engineered to perform in state-of-the-art digital color presses.

Big company benefits

Paragon sees significant upside in personalized printing, especially in niche markets such as their core media manufacturing competency.

Their highly professional media products project a large company image and reputation, thanks in part to the digitally engineered paper stocks and equipment they rely on from Xerox.

Eliminated downtime

By using only Xerox guaranteed paper stock in their Xerox DocuColor 6060 Digital Color Press, Paragon eliminates potential finger-pointing, service concerns and unnecessary downtime caused by paper dust and jams from papers not approved by Xerox.

One: One marketing

Paragon's ability to customize the total package for their clients dramatically improved by transitioning to in-house digital printing. They now can personalize each disk or tape package, providing their clients with an unerring method to reach each customer individually and, as a result, greatly improve response rates.

Growth factors

Paragon Media began with a DocuColor 2045 Digital Color Press and quickly increased their printing business to the extent that they needed to install the DocuColor 6060 Digital Color Press. Printing is such a booming and integral part of the business that they now expect to upgrade to a larger Xerox digital color press in the near future.

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