

Professional, Low-Cost Catalog Printing Moves In-house

Climax Portable Machining and Welding

On-demand print solution
gives customers product
information targeted to their
needs while optimizing savings
and reducing waste.



Proving its value.

The Xerox® ColorQube® 9300 gave Climax Portable Machining & Welding a smart and simple solution for managing its print costs and inventory – and supporting its major distributors.

The Company's Existing Environment

With its worldwide headquarters in Newberg, Oregon USA, Climax Portable Machining & Welding Systems provides innovative on-site machining and welding solutions for a broad-base of worldwide industrial customers with special emphasis on power generation, shipbuilding, mining, construction and service companies responsible for maintaining the world's infrastructure.

The Challenge

In recent years, Climax Portable Machining & Welding Systems has enjoyed rapid growth, adding multiple distributors to its worldwide network. To support them, Climax has routinely created a high-end, glossy kit that presents the company's growing portfolio of products and services. The company needed a printing solution that would allow it to update individual catalog pages without having to reprint the entire document. Since the company's business has grown internationally it also wanted to be able to print its new catalog in nine different languages.

The Solution

Climax knew it had a tool that could immediately solve the problem – the Xerox® ColorQube 9300 Series Color Multifunction Printer. Working with Xerox, they found they could redesign their distributor kit into a modular format with a standard outside glossy folder. Inside pages, that included product updates, could then be seamlessly printed in multiple languages on the ColorQube 9300 Series and inserted into the folders as needed.

The Results

Climax shared its idea with its distributors who applauded the solution. They appreciated the flexibility of customizing kits on the fly while maintaining a high-end look and feel. They also welcomed a significant reduction in waste since kits could be made to order with fewer left over. As a company, Climax benefited as well, discovering in the process that the ColorQube 9300 Series truly provided them with a reliable device with environmental benefits to handle large and complicated jobs cost effectively – and grow their business.

“Our ColorQube 9300 produces very high-quality color product data sheets and manuals while providing us the flexibility of making certain that our catalogs remain up-to-date on a daily basis. It has also allowed us to realize substantial savings since we now print our catalogs and technical manuals on demand, avoiding having to discard printed documents due to storage damage and/or obsolescence. We are also saving money by using substantially less paper and becoming a more environmentally friendly company.”

Andy Becker
Vice President of Marketing
Climax Portable Machining
& Welding Systems



The Bottom Line

High quality, less cost – The quality of Climax's color product datasheets printed with the ColorQube compared favorably with the print quality of an outside printer at substantially less cost.

Increased flexibility – Climax could print its catalog in nine different languages, an option that would have been cost-prohibitive had the company stayed with its former catalog model.

Significant savings – The company saved, on average, \$1.50 per catalog when printed on ColorQube versus using an outside printer. With approximately 5000 catalogs produced per year, the annual savings was \$7,500.

Less waste – On-demand catalog printing with the ColorQube helped the company eliminate wasted paper and storage space while freeing up valuable product production capability.

