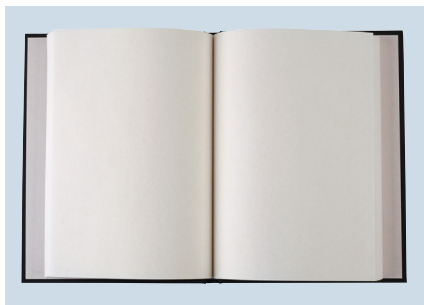


Xerox and Fastbind:

art at your fingertips



The Results:

- Upgraded printing equipment to meet higher standards
- Achieved consistent color output
- Handled various media types
- Implemented affordable, quality bookbinding system

The Challenge:

Implement a printing system that can accurately reproduce detailed artwork and bind the prints in impressive portfolio books

The Solution:

Xerox DocuColor multifunction printer and Mapping Fastbind bookbinding system



Document Centre 250

Graphic Arts Case Study

The Challenge:

Dr. Arthur A. Keller, a painter and photographer with Kunsthaus Schwanheide in Germany, needed to replace an old DIN A3 color laser printer. Color matching and media handling were primary concerns, but he didn't want to sacrifice speed, either.

Also, customers demanded state-of-the-art presentation. They wanted their artwork bound in books, but a professional bookbinding service took too long and cost too much.

The Solution:

Xerox representatives at Cebit implemented a Xerox DocuColor 240 multifunction printer with a Mapping Fastbind bookbinding system.

The Xerox DocuColor 240 combines copying, printing and scanning into one efficient device ideal for color-intensive applications. High resolution and flexible media handling produce professional documents with minimal effort.

Finland's Mapping Fastbind is an easy-to-use yet heavy-duty bookbinding system. Fastbind creates books up to 500 pages from A7 to A3+ in size. The system produces little waste and uses few consumables, making it practical and profitable for any small business.

The Result:

Kunsthaus Schwanheide now offers hardcover art catalogs on demand. Thanks to the quality prints, the artwork in the catalogs matches the actual art pieces—an ideal sales tool for agents and customers.

Due to the flexibility of the Fastbind system, Dr. Keller can accommodate bindery requests of all sizes—from small sample portfolios to full catalogs of entire gallery holdings.

Customer Profile:

Dr. Arthur A. Keller is a freelance artist and digital service provider in Mecklenburg-Vorpommern, Germany.

Kunsthaus Schwanheide specializes in photo screen printing and short print runs for artists and photographers. Kunsthaus Schwanheide serves artists, gallery owners, photographers, and related business and private customers throughout Europe.

**Working together...
getting results.**

Together we can.

For more information

on the Xerox Alliance Partner Program, visit www.xerox-solutions.com in Europe, please contact your sales representative.

