

# Opening Doors to Opportunity

“Transitioning to the Xerox® Iridesse® Production Press was a big decision, and not one that we made lightly. We did a lot of research. Iridesse checked all the boxes when it came to superior image quality, footprint, energy consumption and efficiency — while giving us the highest ROI. At the end of the day, the Iridesse has improved our bottom line.”

– James Duckenfield, CEO, Hobs Group

**hobs**



## ABOUT HOBBS REPRO

Hobs Repro, the UK's largest independent printing company with 24 sites nationwide, has been at the forefront of technology and design since 1969. They have earned a stellar reputation for fast, reliable print solutions from concept and graphic design through high-resolution digital printing and custom finishing. As a smart, avant-garde printer, they are always looking for new technologies that can help them wow clients, better meet environmental and sustainability goals and reduce costs.

## CASE STUDY SNAPSHOT

### The Challenge

- Upgrade digital presses to expand application flexibility, media capabilities and opportunities for growth
- Address image quality, sustainability, size, efficiency and energy use concerns — while reducing costs and environmental footprint and delivering the highest ROI
- Ensure seamless migration to new technology for press operators and customers

### The Solution

- Xerox® Iridesse Production Press
- XMPie® Technology
- Xerox® Advanced Color Management Solution

### The Results

- Wider color gamut that includes mixed metallics by using Silver or Gold (as an underlay), White and Clear Dry Inks
- 75% reduction in energy consumption and environmental waste
- Increased media capabilities and expanded application flexibility
- 80% of volume migrated to Iridesse from HP Indigo devices



**THE CHALLENGE**

Innovation is critical for driving growth. But migrating to a new production press can be a challenge — press operators and clients alike fear change, and disruptions in service can be costly. An upcoming site-relocation also presented space challenges.

To ensure they made the right decision, Hobs Repro conducted an in-depth and objective analysis of current digital offerings on the market. As customers of Xerox, HP, Canon and Konica Minolta, they had no brand preferences or preconceived notions. But many of their customers and press operators did.

**THE SOLUTION**

After extensive research, Hobs Repro replaced two of their HP Indigo printers with the Xerox® Iridesse Production Press — the first and only xerographic digital press that can print CMYK and up to two Specialty Dry Inks, that include Gold, Silver, White and Clear, in a single pass, at rated press speed, with spot-on registration. The Gold and Silver Dry Inks can also be used as an underlay for the CMYK, enabling a stunning palette of iridescent hues.

The decision to migrate from HP Indigo to the Xerox® Iridesse Production Press was informed by rigorous analysis and in-depth side-by-side comparisons of offerings from other vendors, including Canon and Ricoh,

with a focus on image quality, environmental impact, cost and convenience.

In the end, everyone — operators and customers alike — concluded that Iridesse opens a new world of opportunity, delivering more “wow” per printed page in a smaller, friendlier footprint. Even better, the wide array of enhancements and effects it makes possible are easily, quickly and efficiently achieved, often without the need for costly setups.

“In addition to the ultra HD resolution printing capabilities, Iridesse is one of the most environmentally friendly digital presses on the market. The amount of energy consumption, wastepaper and chemicals is vastly lower compared to other models, and the print produced is easily recyclable.”

— Craig Harwood, Managing Director, Hobs Repro

**THE RESULTS**

- Hobs Repro has transitioned 80% of their work from the HP Indigo over to the Iridesse.
- Simplified workflows and expanded capabilities reduced total cost per page, energy costs, floor space, fixed service charges and cost of clicks, resulting in a high ROI.
- Hobs Repro has the ability to print panoramas, wraparound covers and pullouts, leveraging oversized 47.2”/1.2 m sheet capability and using a wider range of stocks without adding primer or precoating.
- Xerox® Advanced Color Management Solution helps Hobs Repro achieve higher color accuracy across all printers and meet extremely rigorous color consistency requirements with less effort and time investment.

- Metallic personalization is possible in both text and imagery with XMPie® technology and is much easier and affordable with less waste than traditional foil printing.
- Hobs Repro has achieved over 75% waste reduction, having gone from approximately 30 bags of environmental waste a day to around six.

Hobs Repro is raising the bar on what digital presses can achieve and what their customers can expect, clearly establishing the Iridesse as the new standard in digital print.

**XEROX® IRIDESSE PRODUCTION PRESS**

Embrace your inner brilliance with the Xerox® Iridesse Production Press. It’s the first and only xerographic digital press that can print mixed metallics using Gold or Silver Dry Ink, CMYK and White or Clear Dry Ink in a single pass — enhancing every precious word and sterling image.



Learn more at [xerox.com/bebrilliant](http://xerox.com/bebrilliant)