

# Low-Cost, High-Value Color Printing is the Prize of OPS In-Plant's Transition to All-Xerox® Inkjet

"I've been in the industry a long time, and when I learned more about inkjet, I came away more enthused about graphic arts than I had been in 20 years. I can see high-quality work being done without the high expenses of high-end offset equipment and the significant investments in training offset press operators."

– Steve Priesman, Manager, Printing and Publications Services, Omaha Public Schools



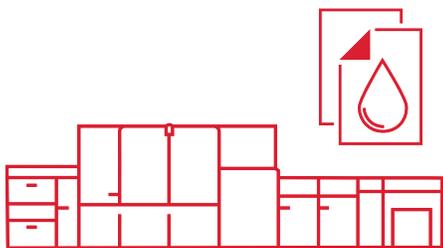
## ABOUT OMAHA PUBLIC SCHOOLS

Omaha Public Schools is the largest, most diverse school district in Nebraska with more than 53,000 students and nearly 7,000 full-time staff members in 63 elementary schools, 12 middle schools, seven high schools, and 13 alternative programs. A technology innovator, the district was Nebraska's first to teach digital citizenship and established the state's first virtual school in 2016. The district's Printing & Publications Services in-plant has 16 staff members producing 35,000 orders annually and has been a Xerox customer for more than 30 years.

Web site: <https://district.ops.org/>

## CASE STUDY SNAPSHOT

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|  | <p><b>The Challenge</b></p> <ul style="list-style-type: none"> <li>• Better support the educational mission by making color printing more affordable and broadening its use</li> <li>• Reduce production costs while increasing print capacity and accelerating turnarounds</li> </ul> <p><b>The Solution</b></p> <ul style="list-style-type: none"> <li>• Transition to an all-Xerox inkjet shop, phasing out offset and digital xerographic presses</li> </ul> | <p><b>The Results</b></p> <ul style="list-style-type: none"> <li>• Enhance effectiveness of instructional and administrative materials in print by enabling greater use of color</li> <li>• Seamlessly meet customer quality requirements, boosting capacity by 60 percent and accelerating turnarounds with little or no increase in costs</li> <li>• Reduce staff training requirements to weeks versus the multiple months required for offset</li> </ul> |
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“The conclusions seemed clear—printing in color on our Xerox inkjet press made perfect financial sense, giving us the benefits of color reproduction without what used to be a higher cost.”

– Steve Priesman, Manager, Printing and Publications Services,  
Omaha Public Schools

### THE JOURNEY TO LOW-COST COLOR

Something was nagging at Omaha Public Schools (OPS) Manager of Printing and Publications Services Steve Priesman. The veteran of 30-plus years at OPS and nearly 50 in the industry was convinced that enabling more color printing was critical to ensuring students get the best possible learning experience.

“None of us would buy a black-and-white television. Are they even available?” he asked. “Our students live in a color world. We want the printed materials they use to be in color. But I don’t want to spend more to get that.”

Therein lies the rub. “While I suspect we all agree that color significantly impacts understanding and learning, the additional cost of color printing has meant most instructional materials have been monochrome,” Priesman said.

Nonetheless his wish list for replacing his aging fleet of offset and four Xerox® digital presses was to “change the way OPS uses color,” while also providing more capacity and new ways to control costs and accelerate turnarounds. While this may seem like an improbable combination, a new generation of inkjet presses holds promise for doing just that, and that’s where Priesman focused his search.

He quickly honed in on cut-sheet models, which would be more productive than roll-fed in handling his shop’s regular rotation of about three-dozen stocks. Two models met his criteria, but only one

physically fit his shop space: the Xerox® Brenva® HD Production Inkjet Press. In June 2018 he inked a deal replacing the offset and half the xerographic presses with a single Brenva.

It had an immediate impact, creating “both a success story and another challenge,” Priesman said. The success was an explosion of orders from teachers and administrators due to color inkjet’s low cost to them, about the same as monochrome and far less than xerographic color. The challenge: orders overwhelmed the Brenva’s capacity.

Clearly color was in demand, and inkjet was delivering. Within a year and a half, Priesman sought a second inkjet press to replace his remaining xerographic presses.

### JUST IN TIME FOR A COVID EMERGENCY

He chose the Xerox® Baltoro™ Inkjet Press, which advances the Brenva design. Given how the Brenva had performed, Priesman said, “It wasn’t a difficult decision.” The Baltoro and an in-line C.P. Bourg Booklet Maker Enhanced were installed in March 2020, boosting the in-plant’s capacity by 60 percent over its pre-inkjet days.

They began tapping that expanded capacity the very day Baltoro training began, when the in-plant received a daunting assignment. Responding to the growing coronavirus pandemic, OPS administration was shifting to at-home learning, and they needed the in-plant to produce class instruction packets for all

kindergarten to sixth grade students. The assignment: produce more than 50,000 70-90 page corner-stapled color packets totaling 1.25 million double-sided sheets in six days—a job that would normally take two months.

After an abbreviated training session, the Baltoro joined the Brenva in dedicated 24x7 production of 70 percent of the booklets—the rest was outsourced. All was delivered on time, the first of several large print runs the team worked overtime to complete in support of at-home learning. It was trial by fire for the team and the new equipment, Priesman said, “And we’re real proud of our response.”

### ENABLING THE BEST POSSIBLE LEARNING EXPERIENCE

Today, he said, “The majority of our work is still monochrome, but that’s changing as people understand our capabilities”—and the value color brings. “I don’t think it’s possible to quantify that a color document is X percent more effective than monochrome, but I’m confident the improved comprehension is there.”

Add to that the in-plant’s 60 percent boost in capacity with little or no cost increase and, Priesman said, “That’s a winning combination.”

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