

ComColor® helps communication firm create impact with color

Client profile

- Communications firm specializing in the delivery of high-quality billing statements
- Serves many industry verticals

Overview

This communications firm specializes in the delivery of high-quality billing statements. As a regional leader, they actively look for ways to offer their customers the best value in high volume printing. With an open rate of 95%, transactional documents were the ideal vehicle on which they could add value with their TransPromotional advertising, branding, and communications efforts.

Business challenge

While the notion of TransPromotional strategies to enhance advertising and branding is not new, transactional documents are often printed in black and white. With an increased effectiveness of 80%, the use of color is certainly desirable. For many companies, including this firm, transpromo in color had previously been cost-prohibitive.

“As soon as we could provide color we were able to start offering customers the chance to create a new advertising vehicle, via the billing statement, which hadn’t been available to them before.”

— Vice President of Business Development,
Communications Specialist Firm

Technology used

- ComColor® Series Printer

“In the marketplace, there is essentially no difference in terms of response rate with a document that is conventionally printed in color or one that or printed in color with inkjet technologies.”

—Vice President of Business Development,
Communications Specialist Firm



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Solution/Benefits/Results

New, high-speed inkjet technologies found in the ComColor Series allow full-color printing at a fraction of the cost of conventional printing methods. To illustrate the benefits, an independent study showed that 90% of marketing managers prefer to receive color direct mail. Additionally, the study showed that a run of 5,000 postcard mailers printed in full color could be produced through inkjet technology at less than 40% of the cost of a toner-based printing system.

When considering the options to switch to color for high-volume printing, the vice president for business development found similar results. He commented that inkjet technologies held several advantages over costly toner-based systems. “Generally, inkjet technology can be maintained at a lower cost and the inkjet consumables are much less expensive.”

This communications firm soon implemented several ComColor Series cut-sheet inkjet printers for reprints, short runs, and proofing new full-color document designs. According to the VP for business development, the switch to color was a transformative step for the company and essential to their TransPromotional offerings. “The statement printing business is fairly commoditized, with very large runs, and production cost is the crucial factor,” he says. “To get into color, inkjet was clearly the best option for us. As soon as we could provide color

we were able to start offering customers the chance to create a new advertising vehicle, via the billing statement, which hadn’t been available to them before.”

Between the two technologies, they could find no difference in effectiveness, saying, “In the marketplace there is essentially no difference in terms of response rate with a document that is conventionally printed in color or one that or printed in color with inkjet technologies.” This was great news for the company’s value proposition as well: “That means we can put together very attractive offers for our customers.” Through their new full color offerings in the TransPromotional category, the company won over many high profile clients in the industry verticals they serve including telecommunications, healthcare, finance, and newspapers.

With commendations from some of the industry’s leading testing laboratories and analyst firms, the ComColor Series represents a breakthrough in full color digital printing, delivering an unparalleled combination of speed, affordability and output quality in one easy-to-use machine. The ComColor offers the world’s fastest print speed for full color inkjet printers—120 ppm—with running costs as low as \$.03 per page in full color. Through this combination of benefits, the ComColor fulfills the need for fast and affordable printing for everyday communications and enables users to leverage the proven impact of color.

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