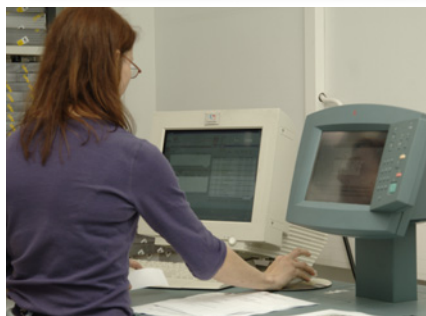


Xerox and Fastbind:

photo albums on-demand



The Results:

- Personalisation
- Original applications
- New niche markets
- On-demand printing



The Challenge:

Implement an on-demand system that can produce personalised digitally printed albums

The Solution:

Xerox DocuColor digital printer and Mapping Fastbind bookbinding system



DocuColor 2045

Xerox® DocuColor® Mapping Fastbind



Graphic Arts Case Study

Customer Profile:

Tampereen Ammattikuva is a traditional photography company. They have been professional photographers for more than 30 years. Their premises include a photography studio, photography laboratory, a workshop for "big print" production and a digital print shop.

The Challenge:

Tampereen Ammattikuva wanted to produce digitally printed albums. Its wish was to print all album covers with its existing equipment and then produce elegant hardback albums from these covers, on demand and in very small quantities. Initially, there was no simple solution for these kinds of applications.

The Solution:

Tampereen Ammattikuva coupled its Xerox DocuColor 2045 with a Fastbind Elite XT perfect binder and a Casematic XT case-maker to produce high-quality, hard-cover photo albums on-demand.

They print the colorful, personalised cover on their Xerox DocuColor 2045. They then laminate the cover and use their Casematic XT to produce a stylish hard cover. Lastly, they perfect bind the album on their Fastbind Elite XT.

Today, by combining its Xerox digital printers with Fastbind case-making and finishing equipment, Ammattikuva prints and binds high-quality photo albums in-house, including personalised orders.

The Result:

This solution has made original applications possible, as well as opened new niche markets. Ammattikuva now gets orders for new kinds of projects. They have enhanced their corporate image and have left the competitors far behind.



**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.