

Developing New Business with a New Kind of Inkjet:

XEROX® TRIVOR® 2400
HF INKJET PRESS
CUSTOMER SUCCESS

Docapost Direct Mail and the Xerox® Trivor® 2400 HF Inkjet Press

“Our new Trivor press ran 7 million prints in just the first three weeks of operation, including heavyweight direct mail postcards with outstanding image quality. Clients are thrilled with the results they’re getting from these mailers.” – Katell Paul, Managing Director

About Docapost:



FAST FACTS:

- Subsidiary of Groupe La Poste
- Leading direct mail company in France
- 2 production sites
- 160 employees
- Over 400 diverse clients
- \$15M Euros in annual revenue
- Manages 300 million messages per year
- Specializes in managing digital transitions

DOCAPOST CUSTOMIZED SERVICES:

- Multichannel campaigns including email, SMS messaging by geolocation, and postal mail
- Hyper personalization and variable data processing
- Support for both digital and print initiatives



PRODUCTION CAPABILITIES:

- Printing
- Folding and trimming
- Enveloping
- Inserts



The Challenge:

INKJET EVOLUTION

Docapost initially adopted inkjet in 2011 with the Xerox® Impika® Reference, which they have used to produce millions of mailings on uncoated stocks. These hyper-personalized pieces have been very successful, generating high response rates.

Over time, however, Docapost started getting a new request – would it be possible to deliver the results-driving relevance of hyper personalized content on higher-end coated stocks? While the answer was “yes,” making this happen on the Impika® Reference would mean using expensive inkjet coated media.

Docapost needed to find a better way to print hyper personalized content on high-end media while retaining the attractive economics of inkjet.

In fact, renewal of their largest contract with Yves Rocher, a worldwide cosmetics and beauty brand, was dependent on it. By transforming their operations, Docapost would put themselves in a win-win position: satisfying their biggest customer, while also positioning themselves to grow with new, higher-value work.

The Solution:

MEETING GROWING DEMAND WITH THE XEROX® TRIVOR® 2400 HF INKJET PRESS

After researching their options, Docapost was impressed by the offset-like quality and gamut of the Xerox® Trivor® 2400 HF Inkjet Press, which offered the perfect balance of vibrant quality, high-volume productivity, and outstanding economics – all from one adaptable system.

Its ability to print directly on a vast array of glossy offset papers – including heavyweight postcard stocks – without any pre-treatment or coating would allow them to eliminate the time and expense involved with procuring inkjet coated media.

Additionally, the fact that Trivor utilizes less ink than other inkjet presses meant it would reduce their production costs overall. The press’ print speed would also reduce delays in production, improving their customer service and turnaround times and providing significant flexibility when it comes to meeting client needs for on-demand campaigns.

“This press has given us the foundation for incredible growth. It is the complete package – the offset-like quality our retail clients need, on the coated stocks they want, with engaging hyper-personalization that’s driving measurable results. We see it driving more and more volume for us in the coming months.”

– Katell Paul, Managing Director



The Results:

THE ULTIMATE SUCCESS STORY

Dacopost installed their Trivor® 2400 HF Inkjet Press in the fourth quarter of 2017.

- Within the first four months of operation they ran 12 million sellable customer prints.
- 7 million were completed in just three weeks' time.

Since then, they have continued to grow their volume every month, and are satisfying more and more pent-up demand.

It was very easy to transfer work from their existing Impika Press and both Dacopost and Groupe Rocher are incredibly pleased with the improvement in quality, noting that Trivor produces output that looks like it was printed on offset. In fact, Groupe Rocher now only communicates with their customers using hyper personalized postcards, sending 80 million cards per year.

Even better, other clients have also seen outstanding results with the Trivor® 2400 HF Inkjet Press, making growth a big part of Dacopost's future.

NEW CAPABILITIES CREATE NEW BUSINESS

Their success with Groupe Rocher's postcards have validated the press' performance and Dacopost is now beginning to market these new applications to their other customers and prospects. Faster production times are allowing them to explore new marketing options with clients including postal retargeting and abandoned shopping cart response mailers. Migration to coated stocks for hyper-personalization has outpaced their expectations and High Fusion ink has made them a leader when it comes to high quality, personalized direct mail jobs.

Overall, new business and volume are both increasing and the Dacopost sales team is incredibly confident in selling their new capabilities.



Dacopost's biggest client, Groupe Rocher, sends 80 million personalized postcards per year. They have found hyper personalized postcards to be the most effective way to drive customers to their shops.

To learn more about the Xerox® Trivor® 2400 HF Inkjet Press, contact your Xerox representative or visit xerox.com/inkjet