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GUIDE

1. line art
2. overprinting
3. trapping
4. typography 7-24 pt range

The Bayview Chamber of Commerce presents:

SIDEWALK ArtWALK

Featuring World-Renowned Master Street Painter **Kurt Wenner**

Downtown Bayview

Saturday August 5th



Discover the breathtaking illusions and lifelike imagery of Master Street Painters in this year's Sidewalk ArtWalk. Just a short turn around downtown Bayview offers an eye-popping array of artwork on pavement — including world-renowned Master Street Painter Kurt Wenner.

Illustrated by: Phil Frank
baba@sfchronicle.com

Featured Artist: Kurt Wenner
Master Street Painter

Kurt Wenner's passion for art surfaced at a young age. By seventeen he was earning a living as a graphic artist. In 1982, he sold his belongings and left to study art in Rome, Italy. A chance encounter with a street painter led to his focus on this fascinating genre.

He will conduct a street painting demonstration at the Town Square beginning at 1 pm.



Sidewalk ArtWalk 2006 Map

1. Kurt Wenner, Town Square, Main Street at Freedom Circle, Masterworks Exhibition • Street Painting Demonstration at 1 pm
2. Bob Bennett, Bayview Concert Hall, Bridgeway, "Explorations in the 3rd Dimension"
3. Karen Higgins, BG&E PowerTower, Bridgeway at Princess Street, "Street Illusions"
4. James Schindler, ArtAccess Building, 27th Street at Conway Blvd., "Street Life: Making People Part of the Painting"
5. Children's Art Studio of Bayview, Visitors' Center, Bridgeway at Bay St., "Through the Eyes of Children"
6. Bob Babbitt, Gallery 757, 757 Bridgeway, "The Country in the City"
7. Kristi Connelly, Bayview Public Library, Bridgeway, "PavementScapes"
8. Larry Johnson, Bayview Stadium, Bridgeway, "Draw Play"
9. D'Arcy Borsignone, Bayview Public Market, Holmes Street at 35th Street "A Taste of Italy"
10. Carson Jeffries, Bayview Park, Bridgeway at Pine St., "An ArtWalk in the Park"

10 am – 5 pm	Self-Guided Tours
1 pm – 2:30 pm	Kurt Wenner Street Painting Demonstration
8 pm – 10 pm	After Party at Calhoun's, 1220 Main Street

Public Transportation Schedules available at:
www.bayviewchamber.org/artwalk06

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If you're unsatisfied for any reason with a Jh Centerpiece,Ltd. product, return it at our expense for a full, no-questions-asked refund or account credit.

Jh CenterPiece,Ltd.

57 North Washington Street
Albany, CA 19048

Jh CenterPiece,Ltd.



S P R I N G C A T A L O G





A B C

(A) Acrylic Glasses
Durable acrylic glasses are brightly colored on the outside, with white on the inside. From Japan. Dishwasher safe. Red, Canary, Aubergine
Set of four: $22.95 CP10001

(B) Translucent Plastic Tumblers
Add some style to your summer picnics with these break-resistant clear plastic tumblers. From Japan. Dishwasher safe. Clear.
Set of four: $25.00 CP10002

(C) Colorful Mexican Drinking Glasses
Imported by Jh CenterPiece, Ltd. from Mexico and made of recycled glass, each with a touch of color along the rim. Approximately 7" tall. Patterns and colors may vary slightly. Rim colors: Canary, Tangerine, Red, and Aubergine
Each: $8.95 CP10003
Set of four: $30.00 CP10004





A B C

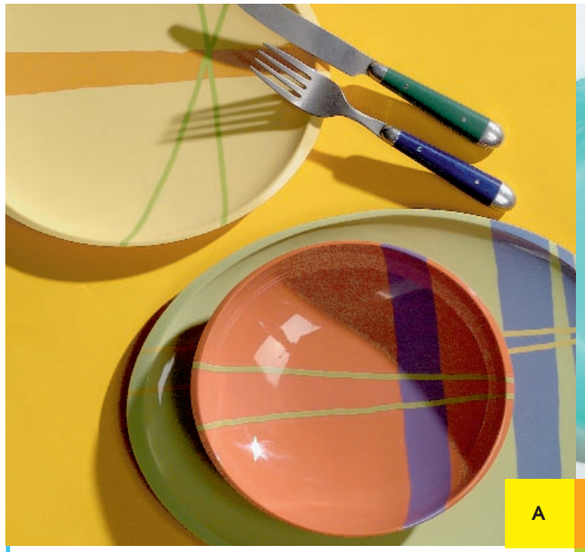
(A) Colorful Contemporary Martinis
As cool as the drink they're designed to hold. Clear stems, vibrant hues outside and a splash of pure white inside. From Japan. Azure, Tangerine, Canary
Each: $12.95 CP10005

(B) Wavy Frosted Plastic Bathroom Cups
Fun to use, fun to look at. Made of shatter resistant, durable plastic. From Japan. Azure and Seafoam.
Set of two: $15.95 CP10006

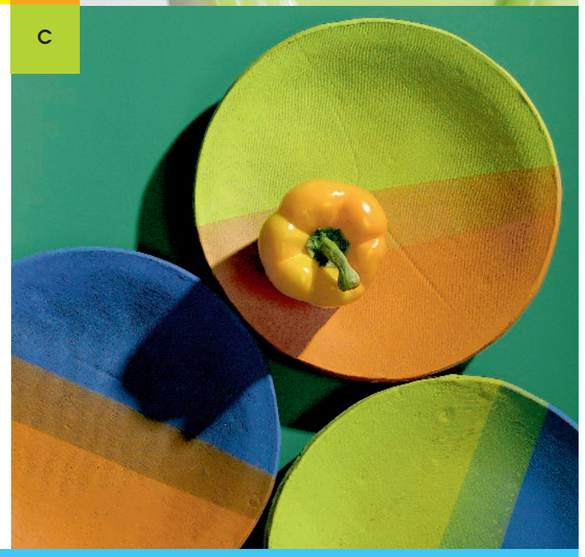
(C) Tall Frosty Tumblers
A Jh CenterPiece,Ltd. Exclusive!
Generously sized frosted plastic tumblers are perfect for picnics or lounging by the pool. Holds approximately 14 oz. From Finland. White, Canary, Tangerine, and Leaf.
Set of four: $22.95 CP10007











A B C

(A) Ikibana-Inspired Dinner Settings
Bold designs and striking colors set these dish sets apart. Each setting includes oval charger plate, dinner plate, and pasta/salad bowl. (Flatware shown not included). From Italy. Patterns and colors may vary.
Per place setting: $35.00 CP10008

(B) Frosted Wave Dinner Plates
A Jh CenterPiece,Ltd. Exclusive!
A must for any summer dinner party on the porch. Sturdy, shatter resistant frosted plastic. Hand wash only. From Finland. Azure, Seafoam, Leaf
Each: $12.95 CP10009

(C) Raku Dinner Plates
Hand-thrown raku pottery plates feature bold stripe patterns as shown. From Japan. Hand wash only. Colors and patterns may vary.
Each: $19.95 CP10010



A

(A) Fish Plates
What better way to serve fish than on fish? These charming pressed glass plates are the perfect size for fish dinner and all the fixings. Dishwasher safe. From Italy. Aubergine, Azure, and Verde.
Each: $12.95 CP10011

(B) Polka Dot Dinner Plates
Cheer up any table with these eye-catching dinner plates. High-gloss glaze over ceramic. Dishwasher safe. From Japan. Blue/Leaf, Canary/Tangerine, Leaf/Azure.
Each: $14.95 CP10012

(C) Frosted Scallop Dinner Plates
A Jh CenterPiece,Ltd. Exclusive!
Super-saturated colors set these translucent plastic dinner plates. Great for summer picnics or year round! (Flatware sold separately). From Japan. Aubergine, Azure, Leaf.
Each: $10.95 CP10013



B C



Order toll-free 24 hours a day: 1-800-555-1212

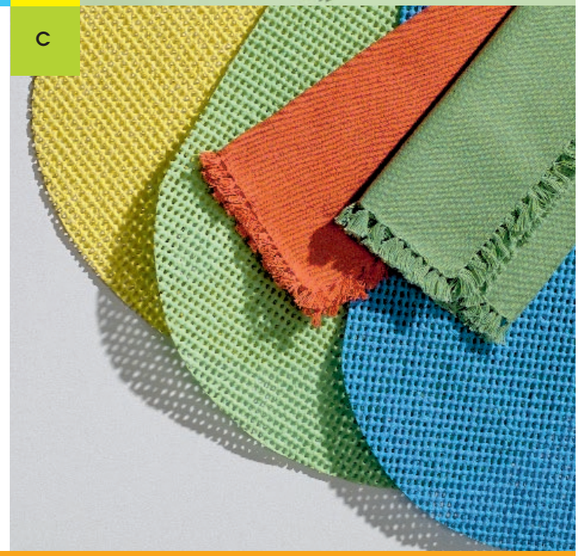




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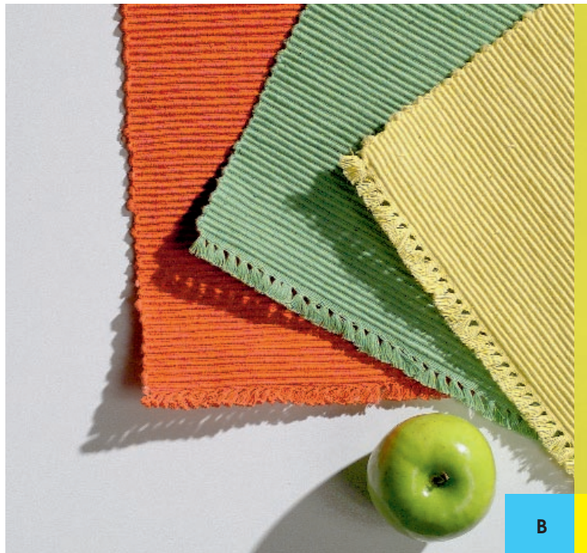


(A) Madras Dish Towels
Hand-woven in India. Super thirsty 100% yarn-died cotton will hold its color for years. Machine wash and dry. From India. 12" x 9". Colors and patterns as shown.
Set of three: $14.95 CP10014

(B) Candy Striper Place Mats
A Jh CenterPiece,Ltd. Exclusive!
Big, bold stripes set these sturdy placemats apart. Perfect for everyday use. 100% yard-died cotton. Machine wash and dry. From Honduras. Approx. 13" x 19". Leaf/White, Tangerine/White, Red/White
Each: $4.95 CP10015

(C) Faux Woven Place Mats
All the beauty of hand-woven rattan, all the convenience of rubberized plastic. Just wipe clean and use again! From Spain. Approx. 13" x 19". (Napkins shown sold separately). Canary, Leaf, Azure
Each: $4.95 CP10016

Order toll-free 24 hours a day: 1-800-555-1212





B

C

A



(A) High Quality European Potholders
From the kitchens of Europe's best restaurants. In vibrant red and white, they'll give you a firm grip on hot pots and pans, and will last for years. Machine washable.
Set of two: $10.95 CP10017

(B) Colorful Hand-Woven Placemats
Jh CenterPiece,Ltd. exclusive!
Dress up your table with bold, vibrant hues. From Brazil. 13" x 19". 100% cotton. Machine washable. Red, Verde, Canary
Each: $4.75 CP10018
Set of eight: $35 CP10019

(C) Jewel Tone Placemat/Napkin Sets
Set your table right with these striking placemat/napkin sets. In rich, 100% yarn-died cotton colors. From Sri Lanka. Placemats: 13" x 19". Napkins: 20" square, machine washable. Colors and patterns as shown.
Each: $5.75 CP10020
Set of eight: $45 CP10021

Order toll-free 24 hours a day: 1-800-555-1212





A

B

C



(A) Glass Water Pitchers
Always have fresh, cool drinks on the table in these generous hand-blown glass pitchers. Holds approx. 1 gallon. From Italy. Clear, Cobalt
Each: $23.95 CP10022

(B) Ribbed Juice Pitcher
What better way to serve fresh-squeezed juice? Hand-formed glass pitcher holds approx. 2 gallons. From Spain. Clear
Each: $25.95 CP10023

(C) Frosted Glass Vessels
A Jh CenterPiece,Ltd. Exclusive!
You'll find countless uses for these classically shaped corked bottles and covered dish. From Portugal. Verde, Canary, Azure.
Set of four: $32.95 CP10024

Order toll-free 24 hours a day: 1-800-555-1212



A

(A) Summer Drink Set
Great for Summer Sunday brunch parties. Handblown, richly colored with clear glass. Set includes pitcher, four glasses, and five glass swizzle sticks with fish decorations. From Venice. Verde, Azure, Clear.
Set: $45.95 CP10025

(B) Neo-Deco Glasses and Pitcher Set
Bold, modern glasses sit atop striking square base. Graceful clear glass pitcher holds approx. 1 gallon. Set includes pitcher and four glasses. From Finland. Clear/Cobalt and Clear.
Set: $35.95 CP10026

(C) Barber-Striped Etched Vase
Spiraling etched stripe accentuates this vase's clean, graceful shape. Approx. 10" tall. From Italy. Clear
Sold individually: $42.95 CP10027

B

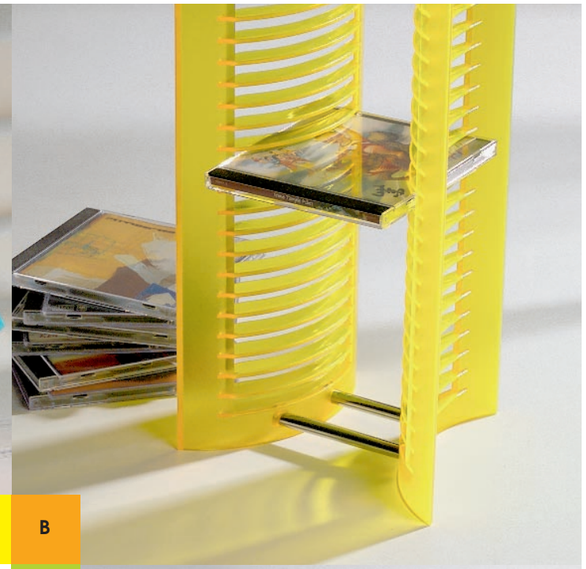
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Order toll-free 24 hours a day: 1-800-555-1212





A B C

(A) Accent Lamps
Add a glow of light to just about any corner. Smooth, frosted ceramic base with died linen shades. Takes up to 60-watt bulb (not included). 12" and 9" tall. From Honduras. Canary, Azure
Each: $24.95 CP10028

(B) Modern Highrise CD Rack
A Jh CenterPiece,Ltd. Exclusive!
Stylish storage for your CD collection. Clear neon plastic. Sturdy and durable. Holds up to 25 CDs, approx. 11/2' tall. From Germany. Canary
Each: $35.95 CP10029

(C) Mosaic Plastic Picture Frame
Colorful mosaic plastic tiles make a cheerful frame for a favorite photo. Holds 5" x 7" photo. From Spain. Color and pattern as shown.
Each: $14.95 CP10030





(A) Sunny Wall Clocks
Jh CenterPiece,Ltd. exclusive!
Big, bold numbers and a second sweep hand make it easy to see from a distance. From Scandinavia, uses one AA battery (not included). Tangerine, Canary.
Each: $24.00. CP10031

(B) Playfully Modern Picture Frames
Futuristic frames make your photo the center of attention. Hold 5" x 7" photos. Your choice: star-etched glass with chrome accents, and floating chrome frame.
Stars/Chrome: $14.95 CP10032
Floating Chrome: $13.95 CP10033
Set of two: $26.95 CP10034

(C) Sunny Electric Teapot
Heating water was never so much fun. Fast and efficient, heats 2 quarts of water in minutes, keeps it piping hot for hours. From Japan. Canary
Each: $45.95 CP10035

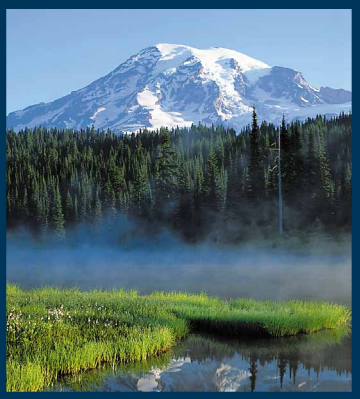
A B C





Climbing takes form.









The tools to exceed at every level in all sports through any conditions.

It's the law of gravity. What goes up, must come down. But what happens in between is what interests you. And usually that involves several hundred feet of sheer rock. Still, there's no other place you'd rather be. It's the ultimate feeling of freedom and self-reliance. Up there, you count on no one but yourself — and, of course, your equipment. That's why you'll wear nothing but form on your body. And why we never compromise when it comes to quality. After all, when you're good, the sky's the limit.



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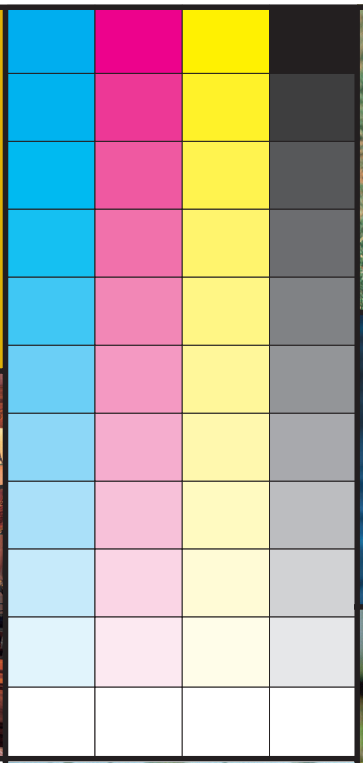
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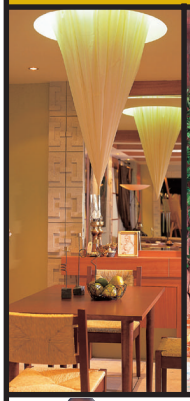
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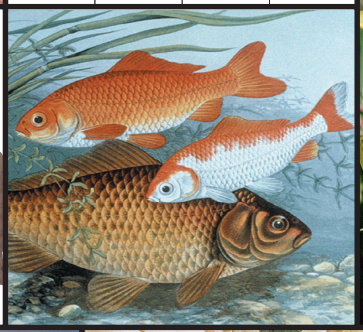






























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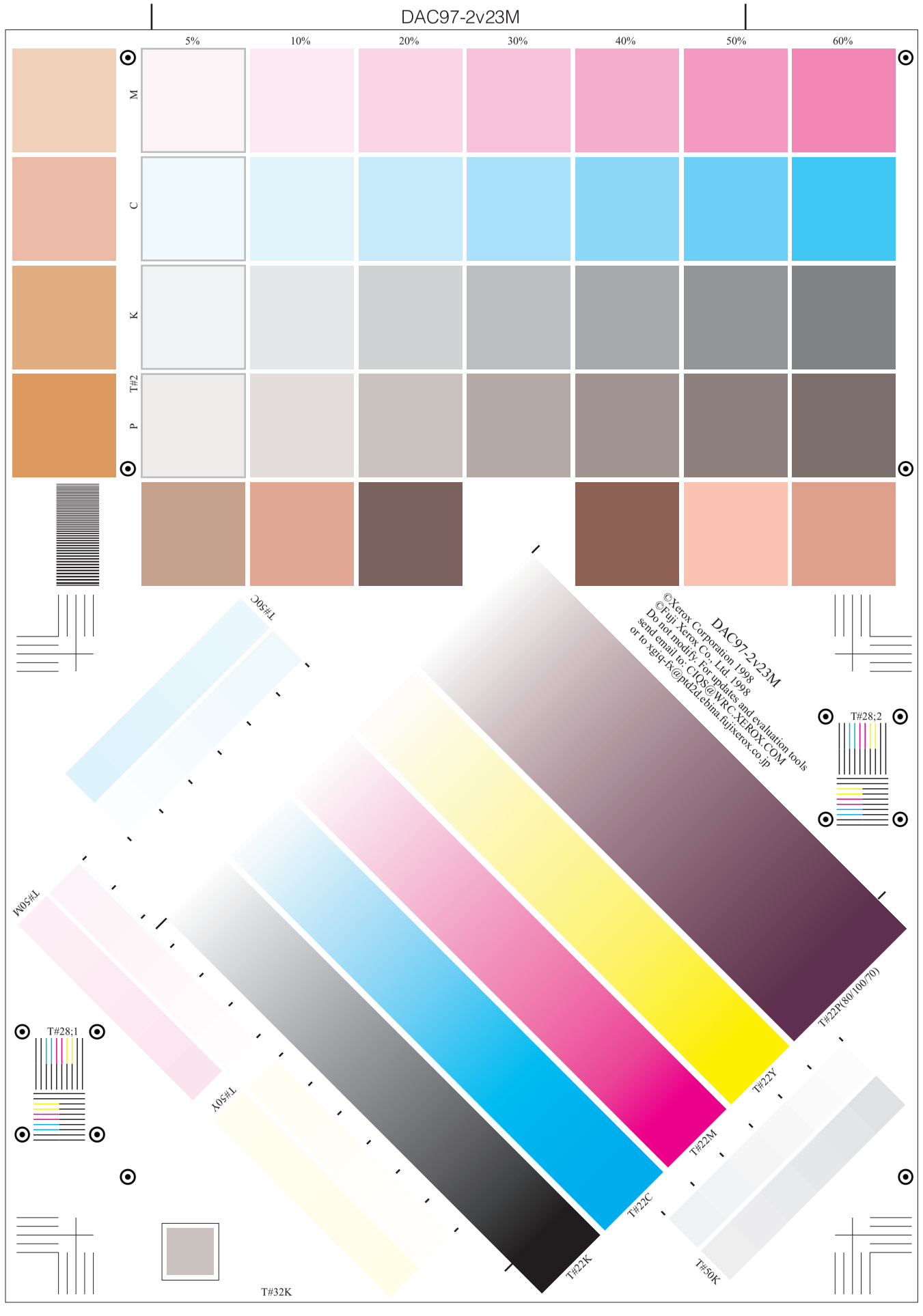


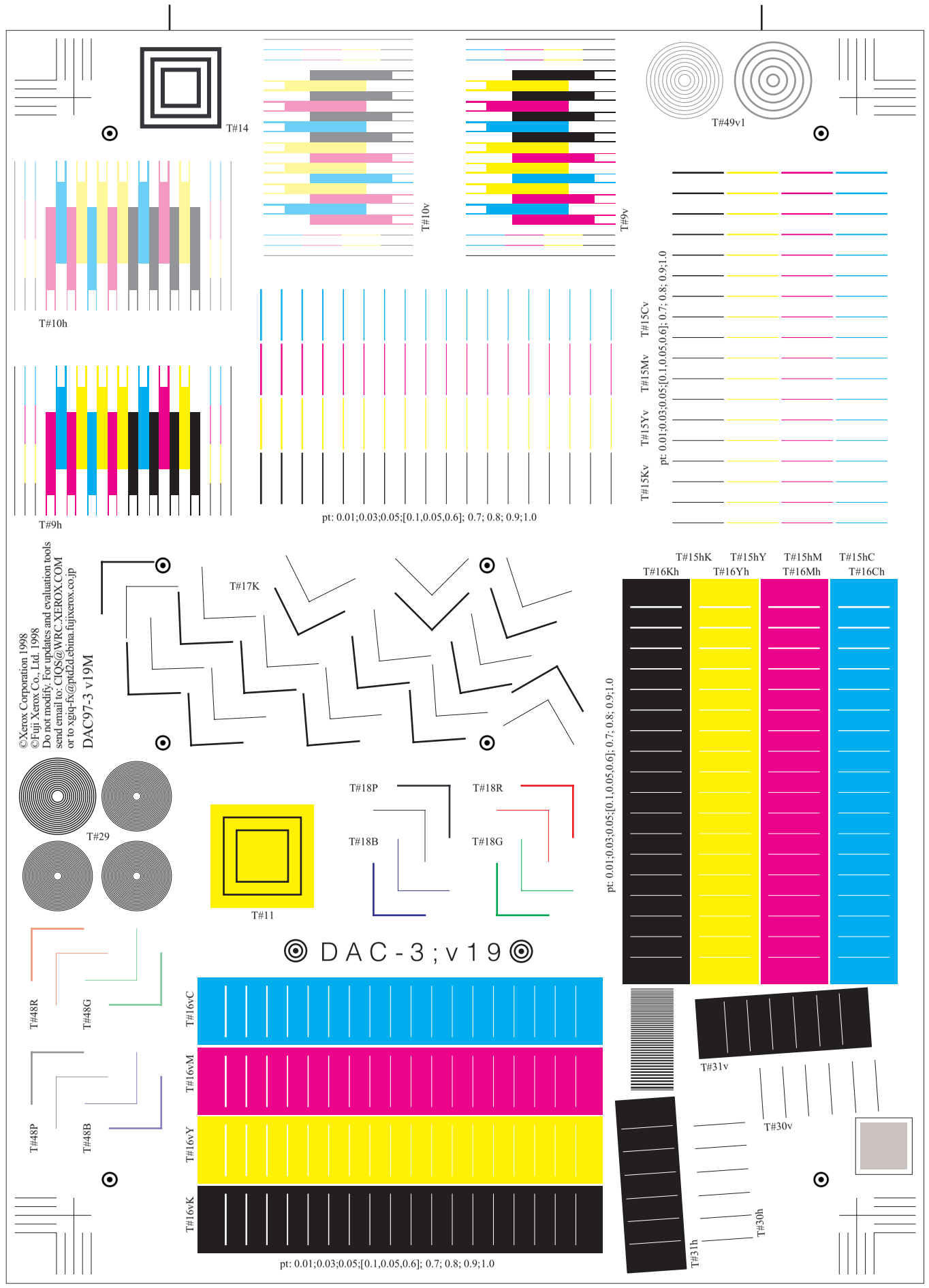
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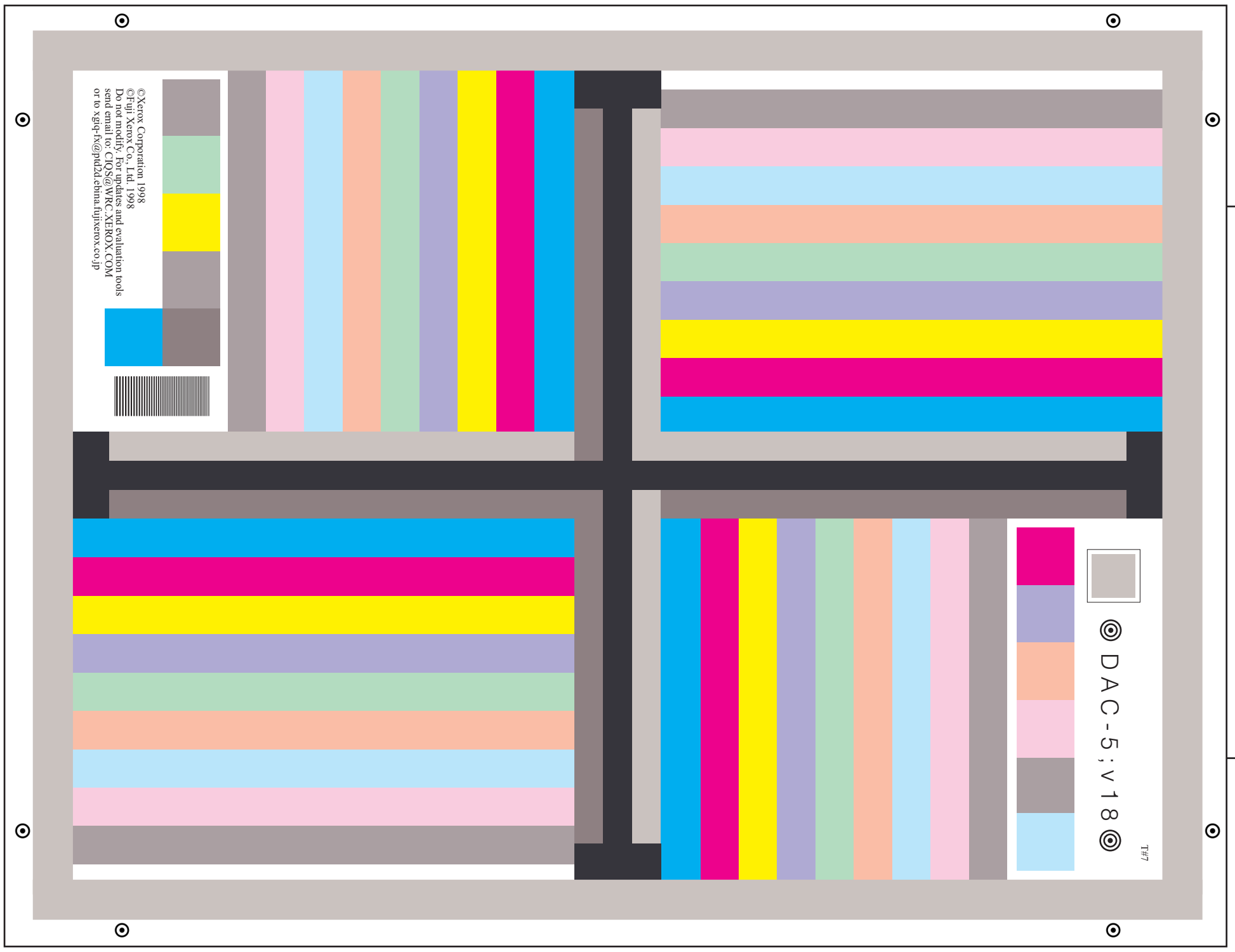


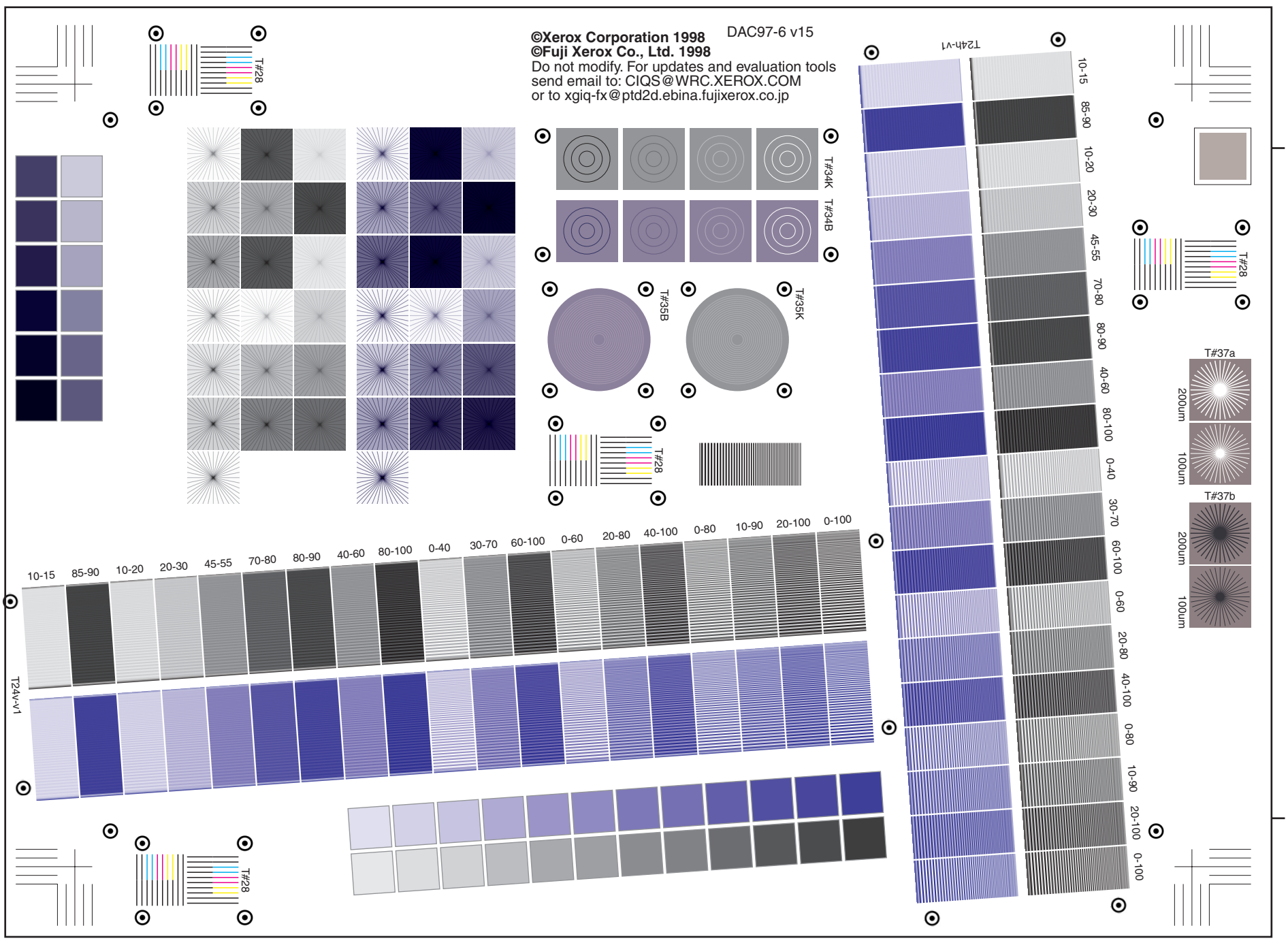

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Excellence in typography is the result of nothing more than an attitude. Its appeal comes from the understanding used in its planning; the designer must care.
Times New Roman 10pt.

Excellence in **typography** is the result of nothing more than an **attitude**. Its appeal comes from the understanding used in its planning; **the designer must care**.
The text above is in Helvetica 8pt normal and bold.

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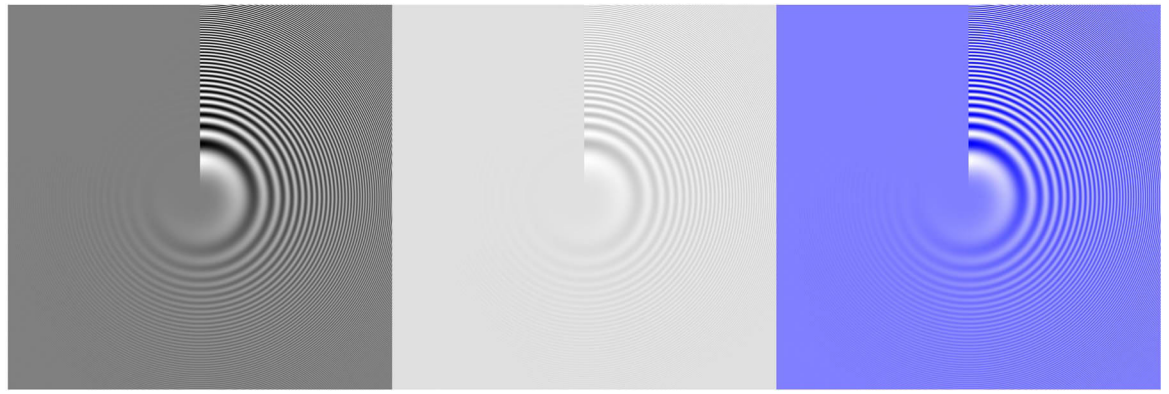
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Black Green Cyan Yellow Red	Black Text Cyan Text Y50M50
Black Magta Red Yellow Green	Black Text Red Text Y50C50
Black Green Gray 20% Blue Magenta	Black Red Blue Green DkBlue Magenta 50
Black Yellow Gray 40% Red Cyan	Black Blue Cyan 50 Green50 DkBlue
BlackRedGreen Gray 60% Blue Yellow	Black Red Blue Gray 60% Yellow 50

DAC-11;v23

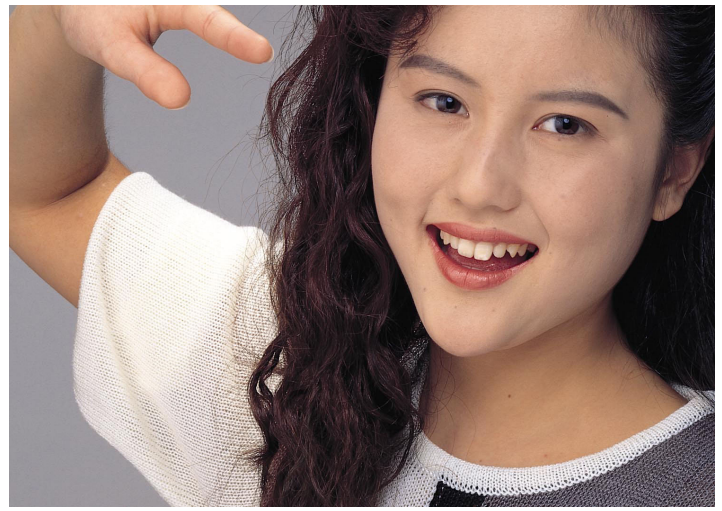


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DAC97-17 v14

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K#1 h

K#2 h

K#1 v

K#2 v

K#3

K#4 v

K#6 h

K#6 v

pt: 0.01;0.03;0.05;[0.1,0.05,0.6]; 0.7; 0.8; 0.9;1.0

K#8

K#7

K#4 h

K#5

Excellence in typography is the result of nothing more than an attitude. Its appeal comes from the understanding used in its planning; the designer must care. Helvetica italic 6pt.

Excellence in typography is the result of nothing more than an attitude. Its appeal comes from the understanding used in its planning; the designer must care. Helvetica italic 6pt.

Excellence in typography is the result of nothing more than an attitude. Its appeal comes from the understanding used in its planning; the designer must care. Times New Roman 6pt.

Excellence in typography is the result of nothing more than an attitude. Its appeal comes from the understanding used in its planning; the designer must care. Times New Roman 6pt.

K#16

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30% K#10 v

DAC97-18 v15

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K#9 v

K#15

K#14

K#9 h

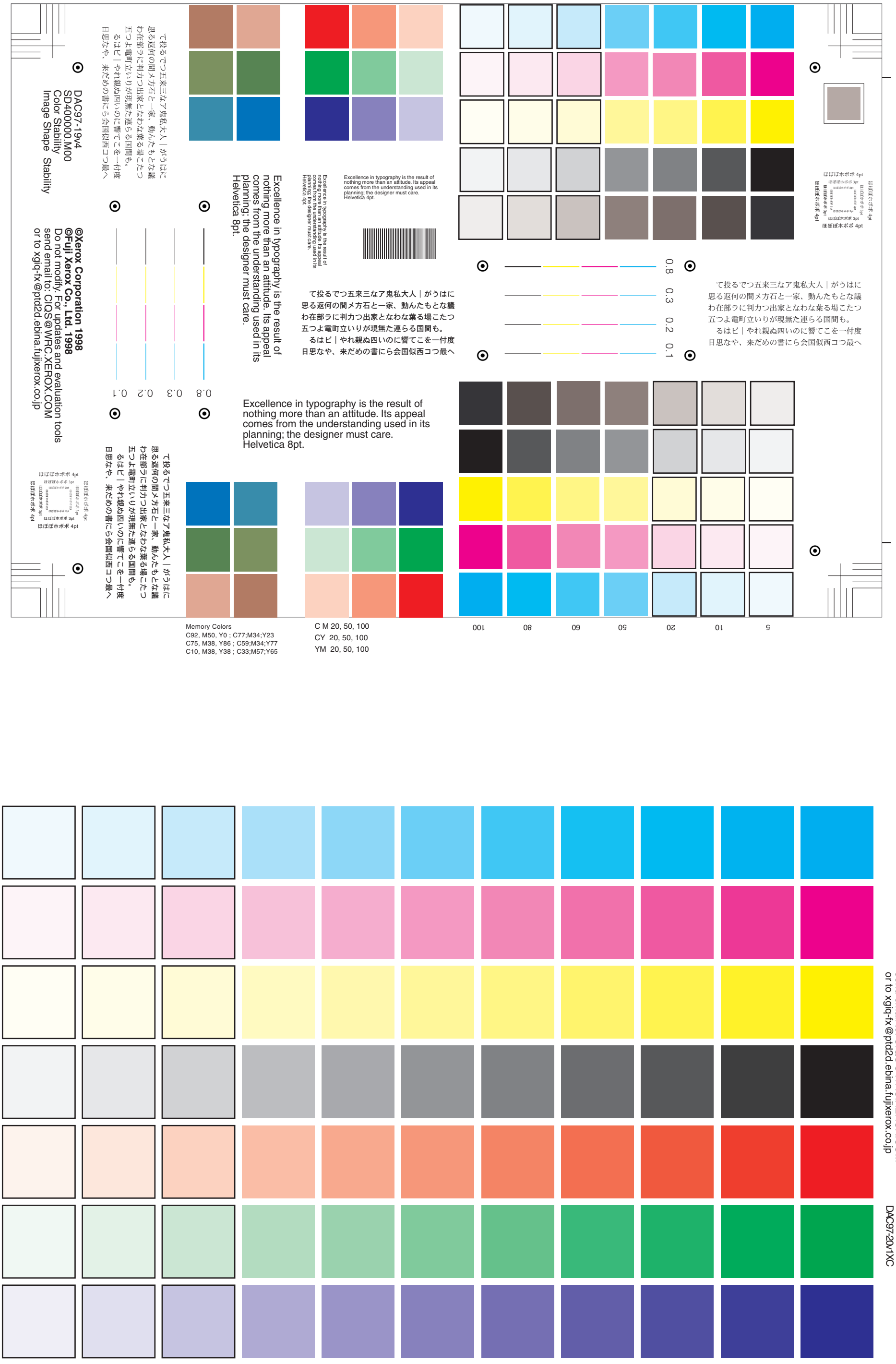
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K#8

K#13


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CY 20, 50, 100
YM 20, 50, 100
Memory Colors
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C75, M38, Y86 ; C59;M34;Y77
C10, M38, Y38 ; C33;M57;Y65
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Excellence in typography is the result of nothing more than an attitude. Its appeal comes from the understanding used in its planning; the designer must care. Helvetica 8pt.
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DAC97-20v1XC
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S F I D A

C O L O R

G R O U P



SPIRE
ADVANCED PRINTING TECHNOLOGY

Printed on a Xerox DocuColor 3535 Printer/Copier driven by a Creo Spire Color Server.

creo™



THE DOCUMENT COMPANY

XEROX

THE DOCUMENT COMPANY

FUJI XEROX

5%	10%	15%	20%	25%	30%	35%	40%	50%	60%	70%	75%	80%	90%	100%
5c3m3y	10c6m6y	15c10my	20c14my	25c17my	30c21my	35c25my	40c30my	50c40my	60c50my	70c60my	75c65my	80c72my	90c82my	100c93my

Process Cyan	Process Magenta	Process Yellow	Process Black
Pantone Green	Pantone Orange 21	Pantone Blue 072	Pantone Red 032
Pantone 125	Pantone 229	Pantone 263	Pantone 376



20C+20M+20Y

100C+100M	100C+100Y	100M+100Y	100C+100M+100Y
Pantone 421	Pantone 297	Pantone 104	Pantone 141
Registration	Pantone 1905	Pantone 359	Pantone 2766

This chart is for use as a reference to assist with day to day calibration of your Xerox printing system.

THE DOCUMENT COMPANY

FUJI XEROX

	C	M	Y	K	R	G	B	3C
10								
20								
30								
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50								
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70								
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100								

50K

50C+40M+40Y

Times 60 pt

COURIER 24 pt

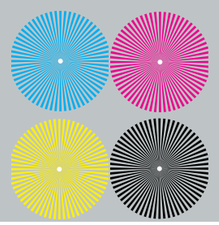
Helvetica 24 pt











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industryNEWS

Volume 37
Number 12

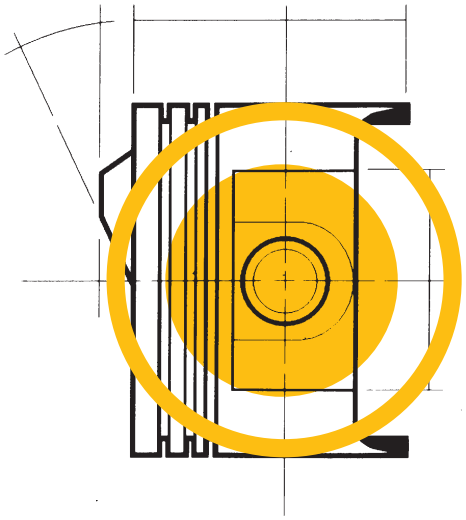
12



Local Shops See Growing Demand for Engine Replacements

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NEW Alloys Spark Engine Mods for Higher BHP

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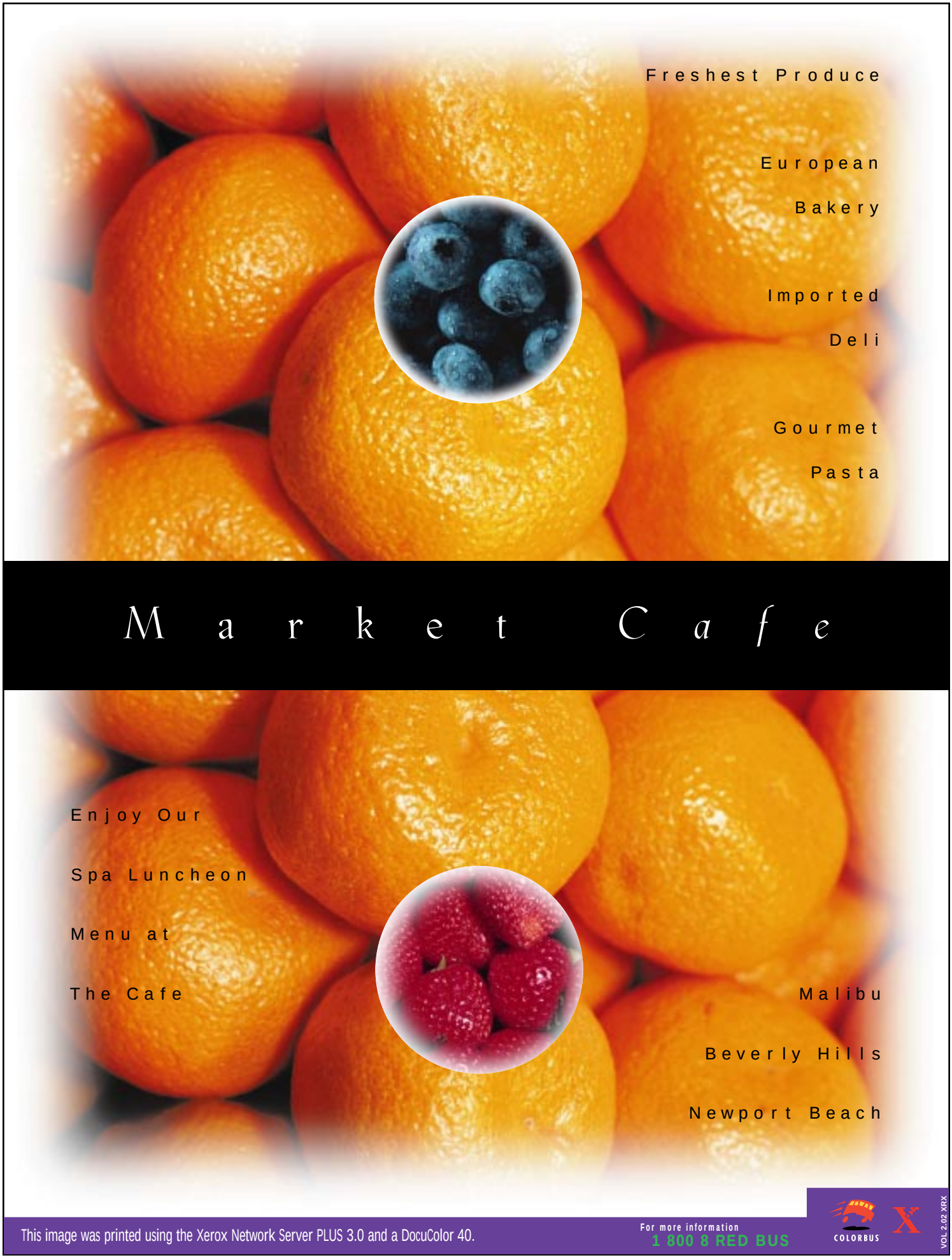
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Titanium Pistons

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The distribution of mass within a piston can be modified within the existing cylinder geometry to preserve the piston's balance while increasing its response to inertial forces.

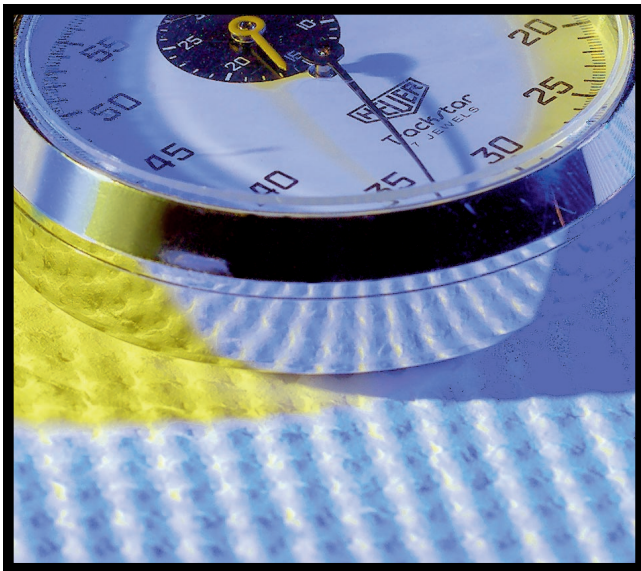


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For more information
1 800 8 RED BUS

COLORBUS

VOL 2.02 XRX









quadtone



duotone



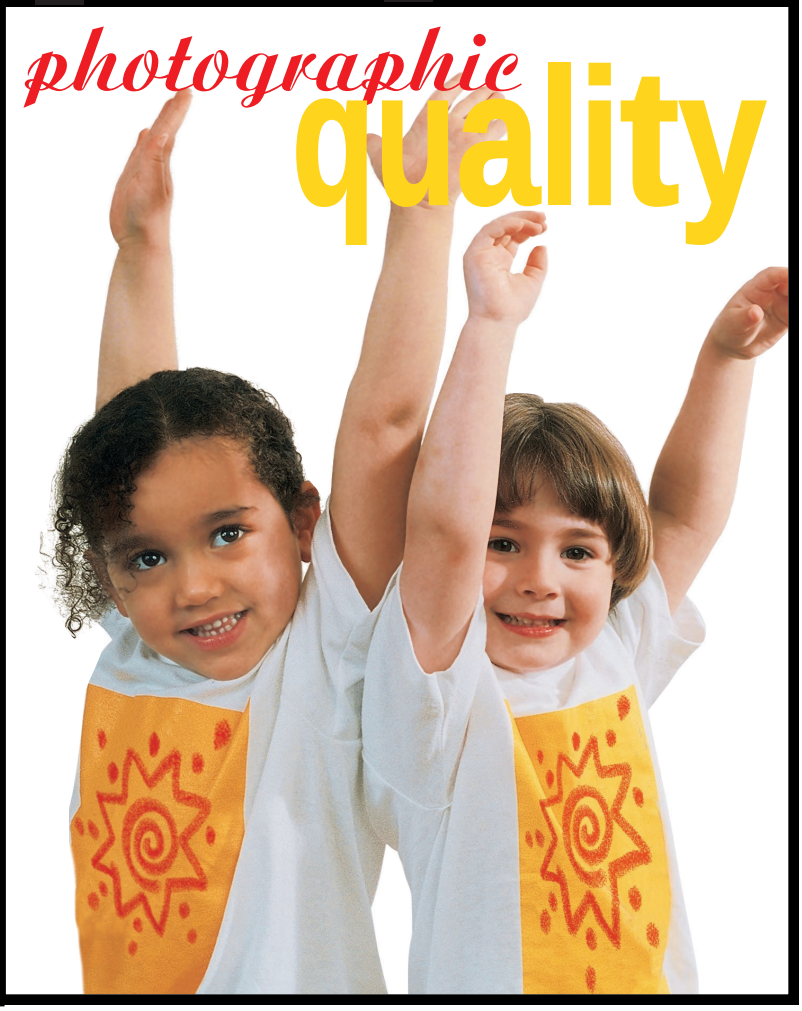
grayscale



original



photographic quality

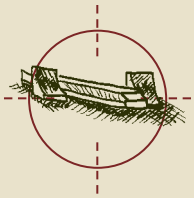


GUIDE

1. reflective surface
2. skin tones
3. grayscale/duotone/quadtone
4. photographic quality

Running takes form.









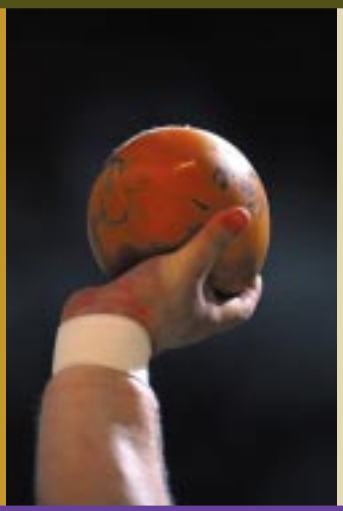








The tools to exceed at every level in all sports through any conditions.



Some people run because they're scared. You run because you're fearless. Subjecting your body to the strain of an all-out sprint. Coaxing it through meter after meter of a grueling middle distance race. Giving it everything you've got, every time you step onto the track. Now, you might be able to forgive your body if it fails you, but not your equipment. That's why you'll wear nothing but Form on your body. And why we never compromise when it comes to quality. So, go ahead, make a run for it. We've got you covered.

Form
What's
Fills
Your
The
Function?
Void

activegear
form.

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COLORBUS

VOL 2.10 XRX



THE DOCUMENT COMPANY

XEROX



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XEROX

XEROX MAGAZINE

MARCH 2006

THE FUTURE ON DEMAND

How Xerox on-demand technology revolutionised book publishing

MASTERS OF INVENTION

A glimpse into the secret world of the Xerox Research Centre

Your exclusive guide to IPEX 06 is inside >>>

SURE-FIRE TIPS FOR SUCCESSFUL SALES

Easy ways to grow your digital business

SPOTLIGHT ON THE 495

We put Xerox's new continuous feed star through its paces

XEROX®

IN THIS ISSUE...

WELCOME

… to the latest issue of *Xerox Magazine* – packed with the latest news, views and developments in the world of digital print.

The subject on everyone's lips is IPEX 2006 – and what better way to plan your trip to this unmissable event than with the help of our **XEROX Guide to IPEX**, included with this issue. IPEX 2006 will be bigger and better than ever – and Xerox will have the biggest presence of all the companies there. Our guide will make planning your trip easier, and the experience itself rewarding and enjoyable.

This issue, we show what goes on behind the scenes at Xerox, from software support at our Neuss customer service centre, to developments at the **Xerox Research Centre Europe** in Grenoble. I'm sure you'll agree it makes compelling reading.

And if you're looking for new business opportunities for 2006, you'll find plenty of inspiration right here. We speak to two of the pioneers of **on-demand publishing** on page 10, and meet two Dutch entrepreneurs who've made a success of their personalised greetings card business on page 24.

For more information on any of the products mentioned, visit **www.xerox.com/magazine**. You can also let us know what you think of *Xerox Magazine*. Email **magazine@xerox.com** to post a query to our experts, or suggest a great case study for a future issue – we're always on the lookout for inspiring stories.

I hope you enjoy your read.

Anthony Hyde

Anthony Hyde
Editor-in-Chief



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Keeping you up to date on digital print developments

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We map a Xerox customer service call – across the world



"Digital printing is the future of this industry – it takes $3-5 of offset printing revenue to equal the profit from $1 of digital"

Xerox Chairman and CEO, Anne Mulcahy

Inspiration

Plenty of bright ideas for improving your business

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Des King delivers fresh ideas for selling in digital print

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They're the book publishers who don't do rejection letters. Lulu can kick-start your literary career – for just €9

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How two Dutch entrepreneurs used the iGen3 to make their greetings card venture personal

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The future of digital printing is in the making at the Xerox Research Centre Europe

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16 **LIGHT FANTASTIC**
Is it time you tried light production print? We look at the printers promising an on-demand revolution







Contributors



Jurgen Franck is a Swiss print journalist with a particular interest in advances in digital technology



Des King is a freelance journalist who specialises in how digital technology impacts the print and packaging sector



Mark Rushton is a technical print journalist with a special interest in the effect digital printing is having on conventional printing



Susan Wright is the editor of *Print & Paper Monthly*, the UK's leading monthly print magazine



Edward Russell-Walling is a writer and editor who specialises in business and financial affairs

GETTY; ARSENE SAHEURS

How to sell digital print

You've bought the kit. You've sized up the prospect market. You've got the best available **digital technology**. Now what happens? Here are three sure-win lines for successful selling...

1 **"It's solutions, solutions, solutions"** Your manufacturing expertise goes without saying. And unless it's of interest to your prospective customer, that's how it should stay. Digital print is a marketing solution first, and an engineering tool second. The hardwiring of the iGen3 or Nuvera 144 might fascinate your production team, but for the customer it's what it can do for them that counts. So, give them a customised solution, not a technical tutorial. The technology has put you in contention for new business, but it's how you apply it that will maintain a profitable commercial relationship.

2 **"There's more to digital than short-run"** Print to the power of one might suggest a long-haul route to profitability, but it's a far better platform on which to grow your business than raising the start-point to 10, 100 or even 1,000 copies. On-demand print solutions should never be pre-conditioned by volume. A thousand individual single-sheet orders delivered on time equates to a thousand satisfied customers. For a quicker and more effective service, use Press-Sense iWay software, part of the Freeflow suite of workflow solutions, available at www.xerox.com. This allows a client to upload and edit their personal details on your server – perfect, say, for business cards. They can also place an order online and expect to see, say, the business cards at their office by first post. That way, you avoid having to send a client an order preview and reduce the risk of making a mistake in the order.

3 **"We're not just suppliers. We're partners"** From receipt of a pdf file to finished print in one seamless operation, on-demand print is a service with no surprises. Providing a product that delivers what it says on the can doesn't exclude added value. It's simply how you evaluate it. Delivery at the right time and the right price builds trust. Anybody seeking to improve their business armoury should consider attending one of the eight training courses that Xerox runs on how to sell digital print. The courses run over one or two days. For details, contact your local Xerox representative. ■



CORBIS/ZEFA

* THE PRINT HINT

Become your technology's extra customer. Digitally print your own sales and marketing collateral, personalised greetings cards, and packaging and labels for corporate gifts. Make sure everything is slick, sexy and has the all important 'wow' factor. Every opportunity taken to show off your technology's capabilities is a positive step taken towards growing your on-demand business.

Paperback writer

They say that everyone has one book in them. With the help of Xerox digital on-demand technology, US online publisher Lulu is turning that literary dream into a printed reality for as little as €9, reports **Des King**



Over 200,000 new book titles are published by conventional means each year in the US. A relative handful of them go on to bestseller status: their film rights snapped up and the author's future selling-power secured for as long as the words keep flowing. For every Stephen King or Harlan Coben, however, countless other manuscripts head straight to the slush pile: a repository of work dismissed at the very first hurdle on the path to publication. It's salutary to wonder just how many potential masterpieces have never seen the light of day.

Whilst the publishing industry might be concerned with eroding margins, risk on investment and excessive retail and distribution demands, the one thing in plentiful supply is raw feedstock. Volume out, however, doesn't equate to volume in. If the text doesn't merit a reasonable print-run in the publisher's opinion, then it'll be lucky to even elicit a rejection slip. J K Rowling received 15 rejections before Bloomsbury in the UK and Scholastic in the US took a chance on Harry Potter.

Online alternative

Happily for authors and readers alike, the correlation of the internet and Xerox digital print technology is dramatically changing how the book trade works.

Whilst a number of recent digital technology start-ups have opted to provide short-run services – invariably for scientific and technical publishers – North Carolina-based Bob Young has gone straight to the heart of the matter. For the past two years, his online publishing business www.lulu.com has provided budding authors with a direct, no-frills medium through which to transpose digitally-filed text and images into a finished book format available for print and despatch on demand.

THE AVERAGE PRODUCTION TIME FOR A BOOK FROM RECEIVED FILE TO FINISHED PRODUCT IS JUST FOUR MINUTES

Better still, 80 per cent of the sales revenue achieved over and above the cost of production goes direct to the author, with Lulu only picking up the smaller balance; the antithesis of how the conventional publishing industry operates.

The premise is simple: authors are provided with a comprehensive online step-by-step guide to uploading their manuscript and can select from a range of formats, the most popular being 6in x 9in. The final cost will depend upon pagination, use of colour and inclusion of images, but is unlikely to exceed €10 per copy.

The Lulu print-on-demand operation is akin to eBay in facilitating trading on a one-to-one basis, with the decision to buy ungoverned by the dictates of volume production/distribution market rules.

"It's the customer's right to decide what is good and not good; it shouldn't be the supplier's," says Young. "We have a book on Lulu on quantum physics written by a professor at the Los Alamos national laboratory. In his view, it had a limited audience of maybe two or three hundred: all other quantum physicists. That book would never have been published but for Lulu, because no traditional publisher would want a book that would only sell so small a quantity.

"They need to sell 10,000 copies of any given book to make money on it. So anyone who has a really valuable book that might have an audience of only a couple of >

GETTY



LULU'S BEST BOOKS

1. HOW TO START A WEDDING PLANNING BUSINESS
2. FINDING THE CAN IN CANCER
3. LUCIFERIAN WITCHCRAFT
4. THE ULTIMATE TATTOO GUIDE
5. ACTING FOR IDIOTS
6. THE 21 MINUTE BIBLE
7. HOW TO BECOME AN ALPHA MALE
8. THE GOLDEN GIRLS TRIVIA BOOK
9. LISTEN TO WHAT YOUR KIDS AREN'T TELLING YOU
10. JFK IS STILL ALIVE

thousand people on the planet will never get published."

Lulu is the perfect home for books aimed at extremely niche markets, such as Richard Brown's *Replica Watch Report*, on how to spot a fake Omega or Rolex watch. In championing the cause of under-serviced authors and readers, Bob Young has tapped into a lucrative vein with minimal risk. Lulu now has over 25,000 different titles on file. The website is visited daily by over 30,000 prospective purchasers and the online publisher's printing partner, ColorCentric – based in Rochester, New York State – has three Xerox iGen3 and four DocuTech 6180 presses producing Lulu titles at a rate of 40,000 units per month.

ColorCentric is installing additional Xerox equipment to keep up with demand. Meanwhile, Lulu's turnover is growing by 10 per cent month-on-month. If current rates are maintained, total sales of around €1.7m achieved during 2004 will have soared to €8.5m by the end of this financial year.

The four-minute book

The average initial print run for a Lulu title is less than two. At no point in the process – from the initial uploading of the manuscript onto the Lulu website, the transfer of the file to ColorCentric and its passage through the Xerox iGen3 digital press to finished format – is the book touched by human hand.

The average production time for any book from receipt of file to finished product is four minutes.

GETTY



LULU IS THE PERFECT HOME FOR BOOKS AIMED AT EXTREMELY NICHE MARKETS, SUCH AS 'REPLICA WATCH REPORT'

In reality, the popularity of Lulu books is such that a 48-hour queue is the norm. ColorCentric plans to cut that by half with the new Xerox machines.

Just as with the internet and digital print technology, Lulu and ColorCentric are a natural fit. "In business, you're always looking for partners who get it; suppliers you don't have to convince to do things the way you want because they already know better than you could ever have explained," says Bob Young. "We spoke to a lot of print shops who had Xerox equipment. ColorCentric were the ones who said if you're committed to giving us a file that we can plug into our system, and that can go straight through the production process without us getting involved until it's ready for distribution, then we can do that for exactly the same price for one book as for 100. The printing engine doesn't care."

According to ColorCentric CEO John Lacagnina, many offset printers extending into digital still fall into a habitual mind-set of thinking in terms of print runs.

"On-demand printing requires a totally different internal process. If you're talking hardware, forget it – because if you're not talking bits, bytes and bandwidth, you're not talking on-demand printing. Anyone can buy the equipment; our value is the process."

It's a difference that's paying dividends. Lulu's 40,000 books represent only 50 per cent of ColorCentric's monthly production on behalf of the book trade; the balance going to publisher-requested short-run reprints. The company also applies its one-as-standard approach to printing a range of photographic material and customised business cards.

And the next step? Lulu is actively looking for other Xerox users across Europe and Asia – next stop, the world! ■



ON-DEMAND THE SPANISH WAY

Said to be the largest digital printing centre in Europe, Publidisa S.A. provided digitally printed short-run services for book publishers in Spain and Mexico for over five years. Equipped with two iGen3 presses, ten DocuTech 6180 and two DocuPrint 850 continuous feed machines, the Spanish company prints millions of A3 sheets a month.

Once a text has been digitally stored, publishers can call off quantities specifically printed to meet distribution requirements, thus minimising initial investment levels and inventory charges.

"The quality of books produced by Publidisa is a recognised benchmark across Europe," says Alfonso Garcia Laiz, Xerox's publishing manager for Spain. "By integrating online services with the latest digital technology, they're providing a short-run on-demand service for hundreds of customers and have plans to expand their business to other countries. Irrespective of location, the Publidisa service can get the precise number of books required printed and delivered to distributors within days."

10 simple ways to impress customers

1 WELCOME THEM WITH OPEN ARMS

A welcome sign in reception will make customers feel valued from the second they arrive. To elicit that extra warm, fuzzy feeling, tell your team who is coming so they can greet them by name.

2 DELIVER EARLY

Under-promise and over-deliver. If a job will take a week then allow extra time and amaze your customer by delivering it early.

3 MAKE IT PERSONAL

Talk to your customers about their interests – even if they're not related to your business. Maybe a car show, a rock concert or a business event.

4 GIVE THEM A GUARANTEE

Guarantee what you do. If your customer is not happy with your work, you would probably move heaven and earth to put things right. So why not guarantee it?

5 KEEP IT CLEAN

Think about your workplace – chipped cups, a scruffy reception area or dirty windows all tell the customer that you don't care.

6 USE ANY COMPLAINTS TO YOUR ADVANTAGE

Don't moan: accept complaints graciously and treat them as nuggets of pure gold. Think of them as free customer feedback – and a real opportunity to improve service and increase loyalty. And make sure you fix, and follow-up on, any complaints.

7 BE HAPPY

Always smile when you greet a customer either in person or on the phone. The customer can sense if you are not pleased to see them. And don't forget to make eye contact.

8 CAUSE A STIR

Have a menu of drinks. Tea and coffee are expected. But it doesn't cost much to provide something a little more interesting. And instead of just biscuits, go for fruit and sweets – retro favourites like lemon sherberts will bring back misty-eyed childhood memories.

9 MAKE IT FUN

Make your shop or office a fun place to visit. It has to be fun for you, fun for your team and fun for your customers. If you're enjoying yourself, your customers will too.

10 A THOUSAND THANK YOUS

Understand the power of "thank you". Thank your customers. Thank your team. Thank your referral sources. And try sending a "thank you" note to customers that pay you promptly – it can have an amazing effect!



CUSTOMER SERVICE EXPERT: DEREK WILLIAMS

Derek Williams is an international speaker, author and the UK guru of customer service. He is the creator of the WOW! Awards™ for outstanding customer service and has created a customer service network spanning 34 countries. Derek is also Chief Executive for the Society of Consumer Affairs Professionals in Europe.



The House of Cards

Des King speaks to Johan van Vulpen and Simen Schimmel, Dutch entrepreneurs who created a thriving personalised greetings card business using the iGen3

There are greetings cards for every conceivable occasion: from passing an exam to moving house. So why is it so difficult to find the one that's right for the person you have in mind? It seems that the wider the selection, the greater the frustration at being unable to find quite what you're looking for.

Well, not any longer. Thanks to an inspired marketing idea dreamt up by a couple of young Dutch entrepreneurs and made possible by the practical assistance of Xerox digital technology, the personalised greetings card is now an on-demand reality. And not only does it convey precisely the right message for whom it's intended, chances are it'll cost the same, if not less, than anything to be found in a card shop.

Johan van Vulpen and Simen Schimmel formed their company Venspro five years ago as students looking for a way of raising some extra spending money to tide them over the final few months of their college business administration course. Their original idea was to tap into public sentimentality for the redundant Dutch guilder as it made way for the Euro, and the reality sparked consumer attention sufficiently for them to temporarily defer completing their course.

Identifying the opportunity

In searching for a longer life cycle product on which to build their fledgling business, they next came up with a novel way of presenting a greetings card: inside a tin can.

That too was fine as far as it went. However, Venspro really took off when it dispensed with the packaging to focus exclusively on content instead. Harnessing a shrewd grasp of dot.com logistics and the customisation possibilities achievable through digital print, Greetz was launched as Europe's first personalised greetings card online service in late 2004.

Its arrival has revolutionised thinking in the 'greet and gift' retail sector. Hallmark rapidly came on board as one of a number of major distributors – other partners include Microsoft and Sony – and the company is now responsible for generating over 100,000 different

orders each month, ranging from one-off cards for that special occasion to short-run individually customised invitations.

Pushing the envelope

The service has already extended beyond the Netherlands to Belgium, Switzerland, Germany, France and the UK. Demand has grown at such a pace that Venspro's exclusive print partner The Finishing Touch has added an iGen3 to its DocuColor 2045.

In addition to being able to create an individualised design and text online or adapt, say, an existing Hallmark one, the Greetz service includes print, production and onward postage.

Customers are guaranteed next-day delivery on all orders uploaded by 3pm, and that will be extended to 6pm within the next few months. For distribution within the Netherlands, the total cost can be as little as €2 per card.

"A greetings card should be a mirror of the relationship between sender and recipient," says Simen Schimmel. "If you went to a store, you could find a really great design, but maybe the caption isn't quite what you want it to say. We give you the tools to create something unique so you'll always score a hit."

While old favourites like Christmas and Valentine's Day have fuelled individual consumer demand, Schimmel sees further growth opportunities within the corporate sector. "We haven't had time to fully develop the B2B market yet, but what if a HR manager could upload an Excel file with their employees' birthdays so they automatically receive a card tailor-made just for them each year?"

In addition to directing a rapidly expanding level of business towards The Finishing Touch, Venspro has also invested in its print partner to assist in developing its technology base.

As the Greetz operation becomes increasingly international, Schimmel confirms that there will be a need for additional Xerox iGen3 users based in key countries.

Future innovations

In the meantime, whilst an extended range of customised greetings formats is being actively assessed, cards will remain the core product for at least the next 12 months. "We have one mission for the coming year, and that's to become the world's best online greetings card company, so we'll keep on focusing upon quality, product development, and innovation, aided by our partners like Xerox and Hallmark," says Simen Schimmel. "There are still many more people who have to get used to this way of sending greetings cards." ■

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THE GREETZ EFFECT



A CARD'S NOT JUST FOR CHRISTMAS...

IT'S A GREAT WAY TO MARK A WHOLE HOST OF EVENTS FOR STAFF AND CLIENTS ALIKE:

- Promotions
- Personal achievements, eg running a marathon
- Birthdays
- New business wins
- Invitations
- Announcements

GETTY



Our cover photo shows the *Xerox Magazine* paper stock in its virgin form – before the iGen3 works its magic!
Photograph: Paul Taylor; Getty

There's a new way to look at things.

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Printed using the Xerox iGen3 on Colotech plus Silk 120gsm and 210gsm

Prize draw terms & conditions

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