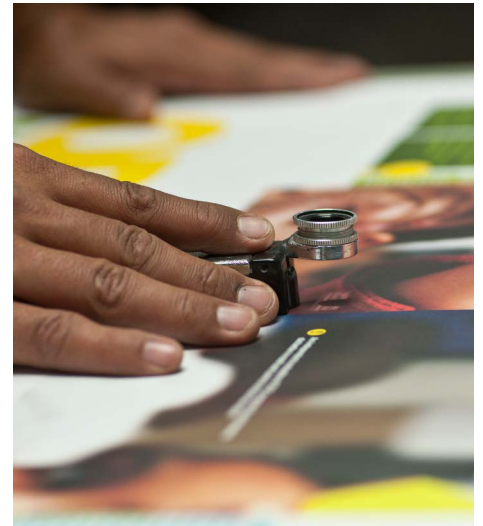


“The advantages provided by the Xerox® iGen® 5 help us with getting the job done quickly – in fact, from one day to the next.”

– Juan Rivas, General Director  
Offset Multicolor



### Starting Point

Offset Multicolor is considered to be a benchmark on the Mexican market when it comes to usage of leading edge printing technologies applied to the graphics communications industry.

Being a market leader, Offset Multicolor is recognized for its high quality standards in offset printing. Recently the company decided to explore new markets and find a solution for digital on-demand printing of magazines and catalogues. Their first attempt to enter into a strategic partnership was not a successful one - the selected digital print solution did not meet the client's expectations. It lacked desired color quality, generated poor levels of color consistency and the support received from the supplier was not of the standard Offset Multicolor expected and relied upon.

Consequently, after six years of business partnership, Offset Multicolor decided to part with its existing provider and give another chance to digital technology.

They started investigating a different and more innovative option that would truly meet their expectations - offer a definite change, provide high quality digital printing for short run magazines and catalogues with good color registration and high levels of color consistency.

### Solution

Offset Multicolor's choice was Xerox® iGen®5 Press with 5th color option. This production printer is able to support a wide range of media from recycled uncoated paper to coated, textured, specialty stocks like labels or transparencies. Mixed-stock jobs are supported at rated speed and there is no drying time before coating. The press is well-known for its greater uptime, multiple speed choices and resulting productivity - leading to greater profitability.

Also, thanks to Xerox® iGen® 5, Offset Multicolor obtained a wide range of feeding and finishing options. Offset Multicolor can now print on up to a 660mm sheet size to enable more jobs and applications, such as book covers, trifold and banners.

Offset Multicolor selected Xerox® for two important reasons. Firstly, for its profound experience in printing and proven track record on the graphic communications market around the world. Secondly, for Xerox's cutting edge technology that helps companies to simplify their business processes and develop solutions that improve their operations and performance.

### Results

Using Xerox® iGen®5 Press has brought Offset MultiColor many benefits, helping the company meet its business objectives:

- Color consistency
- Stable registration between pages
- Excellent color registration on the page
- Easy, reliable and automated color controls
- Easy and friendly to operate – minimal training
- More productivity through press automation



“Our greatest gain is consistent color - we maintain a perfect register for our clients. And we are getting the best service by the technical team,” says Juan Rivas, General Director of Offset Multicolor. “

As a result of the solution and support provided by Xerox®, the perception of digital printing within offset Multicolor has totally changed. Besides that, due to the fact that Xerox® iGen®5 is easy to operate and is fully automated, the company’s productivity levels as a top print provider, increased exponentially.

### About Offset Multicolor

Mexican company Offset Multicolor is the winner of 4,892 national and international awards, presented by the Latin American Confederation of the Graphic Arts Industry (CONLATINGRAF) and by Printing Industries of America (PIA), through their prestigious Premier Print Awards. Offset Multicolor is also the recipient of 45 Benny Awards, given for outstanding quality work in their category. For 12 consecutive years, the company has received the PIA’s prestigious golden medal and one silver medal. In 2003, Offset Multicolor received the “Johannes Gutenberg Medal”, in 2007 a Medal of Honor in Recognition to Business Merit presented by Mexico City’s Chamber of Commerce and this year - the “Caballero de la Orden” Medal.

### About Xerox

Xerox is helping change the way the world works. By applying our expertise in imaging, business process, analytics, automation and user-centric insights, we engineer the flow of work to provide greater productivity, efficiency and personalization. Our employees create meaningful innovations and provide business process services, printing equipment, software and solutions that make a real difference for our clients and their customers in 180 countries. On January 29, 2016, Xerox announced its plans to separate into two independent, publicly traded companies – Xerox Corporation, which will be comprised of the company’s Document Technology and Document Outsourcing businesses, and Conduent Incorporated, a business process services company. The company is on track to complete the separation by the end of 2016. Learn more at [www.xerox.com](http://www.xerox.com).