

# Setting the New Standard in Print

“The Xerox® Iridesse® Production Press has been the biggest innovation in print technology since 1993. But people don’t like change. Designers haven’t been made aware of the range of special effects it opens up, and how easily they can be achieved. Seeing what’s possible first-hand is the best way to illustrate that Iridesse is the new benchmark.”

– James Duckenfield, CEO, Hobs Group

**hobs**



## ABOUT HOBBS REPRO

Hobs Repro, the UK’s largest independent reprographics company, has been at the forefront of technology and design since 1969. As an industry leader with 24 sites nationwide, they are always looking for new technologies that push boundaries and take CMYK and print into new territories. They pride themselves on having the technology and resources to bring their customers’ ideas to life with the highest quality output.

## CASE STUDY SNAPSHOT

### The challenge

- Designers face an increasing need to communicate, compete and innovate with greater impact
- There is a preconceived idea that special effects are expensive, complex and can only be produced on offset

### The Solution

- Xerox® Iridesse Production Press – the first and only digital press that can print CMYK and up to two Special Dry Inks, including Gold, Silver, White and Clear, in a single pass, at rated press speed, with spot-on registration. The Gold and Silver Dry Inks can also be used as an underlay for the CMYK, enabling a stunning palette of iridescent hues.
- *Spellbound* – a multimedia reference guide created to expand designers’ understanding of the wide array of special effects that can be achieved with digital print and how best to design for them ([spellbound.hobs.com](http://spellbound.hobs.com)).

### The Results

- Increased exposure and training for designers
- Migrated 80% of work to the Iridesse
- Added ability to include personalised metallic effects throughout any piece
- Creation of mixed metallic hues and textured and evocative finishes
- Increased understanding and ability to design and execute head-turning work



### THE CHALLENGE

The latest digital printing technologies open up new graphic opportunities to dazzle and wow, but there is a lack of awareness and understanding of the wide array of special effects possible and how best to achieve them.

But new technology is often met with resistance. The inertia to change working methods is a powerful force to overcome. The idiom, "if it ain't broke, don't fix it" rings true.

### THE SOLUTION

The decision to migrate from HP Indigo to the Xerox® Iridesse Production Press was informed by extensive research and in-depth comparisons. While Hobs Repro looked at a multitude of factors, image quality and special effects were the key drivers.

"In the end, we concluded that the Iridesse opens a new and layered world of opportunity for designers and delivers more 'wow' impact per printed page. It helps break through preconceived notions of what is possible and gives creatives new territories to explore with our clients."

– Craig Harwood, Managing Director,  
Hobs Repro

Even better, the wide array of enhancements and effects it makes possible are easily and efficiently achieved, often without the need for costly setups.

To help designers understand the power of the Iridesse, Hobs worked with Xerox to create metallic swatch books, which provide a reference document on the metallic hues available on the Iridesse Press, and also built on the *Xerox CMYK+ Design and File Preparation Guidelines* to create *Spellbound: A grimoire of magical digital print*.

It brings to life the art of the possible and the theory and practice of design while helping designers understand the technology and how to design and prepare files for the most powerful effects.

With a trove of valuable information and practical tips, such as how to make graphics stand out without costly setup or spot varnishes or foiling, designers can conceptualise and execute work that is as brilliant as they envision.

The multi-sensory guide also showcases the range of special effects possible – from glimmering Gold Ink on matte black stock to hidden messages in microtext, Clear Dry Ink that adds texture and dimension, White Ink that pops, and translucent media that adds stunning overlays and more – bringing to life all that can be achieved with an almost unlimited colour palette.

Extending their educational efforts beyond *Spellbound*, Hobs Repro also conducts workshops and training sessions on-site as part of their commitment to be more than just a print provider but a true partner in the creative process.

### THE RESULTS

- Designers who truly understand CMYK+, Pantones, metallics, white and clear – and the art of the possible – now have a distinct advantage.
- Hobs Repro has migrated over 80% of work previously printed on HP Indigo to Iridesse as more and more designers learn how they can create magical print that dazzles and pops with unprecedented efficiency and ease.
- Designers in the UK and all over Europe consider *Spellbound* to be an invaluable reference document for spinning technology into magic for their clients.
- The demand for the mini-training sessions is so high that Hobs Repro will be hosting a 3-part training course in the near future.
- Together, Hobs Repro and Xerox are raising the bar on what designers and digital presses can achieve and what clients can expect by establishing the Iridesse as the new standard in digital print.

### BE INSPIRED AND STAY INFORMED

Embrace your inner brilliance with our *CMYK+ Design and File Preparation Guidelines*. Unleash your creativity in stunning new ways, request complimentary samples printed with unique Beyond CMYK effects and more.



Learn more at  
[xerox.com/creative](https://www.xerox.com/creative)