

# Spectrum Print Plus: The Business of Color, Clients, and Commitment

Building Success One Print at a Time With the Xerox® Iridesse Production Press.

“After months of rigorous evaluation, the clear winner had been right in front of us all along—it was the Iridesse Production Press!”

– Mark Zimmerman, Owner/President, Spectrum Print Plus



## ABOUT THE CLIENT

Founded in 2007, Spectrum Print Plus, based in Canton, Massachusetts, has established a strong reputation for quality and reliability in the print industry over the past 17 years. Under the leadership of Mark Zimmerman (Owner/President of Spectrum Print Plus), the company has experienced significant growth and success, with a customer base that continues to expand. With a single rented room with one digital color copier, Mark began by brokering print services. As the business and client base expanded, so did Mark's ambition.

When Spectrum's volume exceeded the capacity of its initial equipment, Mark strategically acquired additional machinery from his family's existing print business. With a growing and stable customer base, Spectrum Print Plus relocated to a larger commercial building, which Mark eventually purchased, securing a permanent home for the company.

## CASE STUDY SNAPSHOT



### The Challenge

- The company relied on the Xerox ColorPress 1000i for years before it began to require more maintenance and attention.
- They needed a more reliable, easy-to-use solution with superior image quality and color control, which would also minimize downtime.
- The objective was to find a solution that would be operational the day after its installation.
- After consulting with various vendors, the company's key requirements emerged: reliability, speed, color quality, specialty colors, clear options for spots and floods, and automation to ensure consistent color and image quality.



### The Solution

- After rigorous evaluation, Spectrum decided to choose the Xerox® Iridesse Production Press.
- Key applications for the Iridesse Production Press included books, booklets, brochures, calendars, posters, menus, postcards, and table cards. The press offered the company the chance to demonstrate its exceptional capabilities with client-supplied files.
- The Iridesse Production Press offered full coverage printing with deep, immersive blacks, setting Spectrum apart from the competition. Its built-in automation ensures daily color consistency with minimal operator intervention.



### The Results

- Spectrum continues to work to secure a contract with a major global manufacturer of steel-based custom signage. This potential client requires a printing partner capable of accurately reproducing the unique metal finishes of their products.
- The Iridesse Production Press was the ideal solution with its extensive range of 4-color inks and specialty dry inks with Silver and Clear, offering a palette that can precisely replicate the client's diverse finishes with mixed metallics.

Today, Spectrum Print Plus employs 11 dedicated staff members and offers advanced printing capabilities, including the Xerox® iGen® 5 Press, Xerox® Iridesse® Production Press with six colors (Silver and Clear), as well as large format printing. The company also offers a range of finishing solutions tailored to the diverse needs of its clients, which include premium restaurants, the hospitality sector, healthcare providers, manufacturers, utility companies, and professional sports teams. This versatility underscores their commitment to service and quality. They recently received the 2024 Printing Industries of New England (PINE) Award for Best Self-promotion Piece.

### THE CHALLENGE

#### Talent, Technology, Utilization: Ensuring Success Through Key Pillars

According to Lisa Zimmerman, Office Manager, "There are three key pillars we watch to ensure our continued business success".

#### 1. Talent Acquisition and Retention:

Identify and retain knowledgeable employees, providing them with training and growth opportunities within the organization. This approach enables the expansion into additional shifts to manage increased workloads effectively when needed.

#### 2. Technological Advancements:

Stay informed of the latest developments in print, workflow, color, media, and finishing technologies to maintain a competitive edge.

#### 3. Maximize Equipment Utilization:

Fully leverage the capabilities of existing equipment and ensure that our clients are aware of the full range of services available.

Mark Zimmerman stated, "For many years, we relied on the Xerox ColorPress 1000i, which proved to be a dependable workhorse. However, it began to require more maintenance and attention, prompting us to seek a more reliable solution with superior image quality and color control, while maintaining ease of use. We needed a system our operators could quickly adapt to, minimizing downtime. Our objective was to find a solution that could be installed one day and operational the next. After consulting with various vendors, our key requirements emerged: reliability, speed, color quality, specialty colors, clear options for spots and floods, and automation to ensure consistent color and image quality".

### THE SOLUTION

#### Elevating Prints with Quality and Innovation

Mark explains, "At Spectrum, our key applications for the Iridesse include books, booklets, brochures, calendars, posters, menus, postcards, and table cards. When clients send us a proof request, we don't charge them—this is our time to shine. It's our chance to demonstrate Iridesse's exceptional capabilities with their supplied files. This is where the magic begins".

Our Prepress Digital Production Manager, Scott Haggerty, meticulously examines each file to see where he can add specialty dry ink silver for a stunning mixed metallic effect and a clear spot or flood. We can even further enhance our prints with clear or soft-touch lamination".

Scott explains, "The Iridesse allows us to achieve full coverage printing with deep, immersive blacks and makes you feel like you can step into the image; this sets us apart from the competition. Its built-in automation ensures daily color consistency with minimal operator intervention. As with any top-tier machine, consistent maintenance maximizes performance, delivering outstanding results every time".



"Spectrum implies the number of print and finishing solutions we can provide our clients; the Plus is the care we take in producing their work. We are always pushing the envelope and helping our clients with Design Ideas, Media Ideas, and Finishing Ideas to take their work to the next level, producing work for them is very personal to me, and ensuring they are happy is what keeps me going."

– Mark Zimmerman on what Spectrum Print Plus means

### THE RESULTS

#### Precision Printing with Vibrant Results

According to Mark Zimmerman, his goal was to secure a contract with a major global manufacturer of steel-based custom signage. This potential client requires a printing partner capable of accurately reproducing the unique metal finishes of their products. The Iridesse Production Press emerged as the ideal solution with its extensive range of 4-color inks and specialty dry inks with Silver and Clear, offering a palette that can precisely replicate the client's diverse finishes with mixed metallics.

Mark emphasized, "Accurate color replication is vital for our clients, enabling the creation of personalized products that resonate deeply and endure. Only the Iridesse has consistently met this high standard".

For more information on how the Xerox® Iridesse Production Press can help your business, visit [xerox.com/iridesse](https://xerox.com/iridesse).