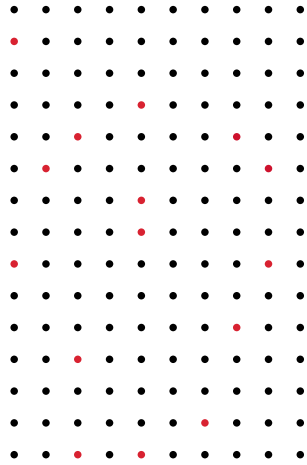


# 40 Years Strong: A Resilient Partnership in a Shifting Market

Pronto Reproductions drives agility and growth with the Xerox® Iridesse® Production Press.

“From quick print to a full commercial print and packaging powerhouse, the Xerox Iridesse Press helps us say yes to our client’s request.”

– Wayne Burlington, Owner and President, Pronto Reproductions



## ABOUT THE CLIENT

Pronto Reproductions is located in Mississauga, Ontario, and has been a leader in the print industry for over four decades, evolving from a quick print shop to a full-service digital and commercial print and packaging provider. Adopting industry-leading solutions was vital for fulfilling their commitment to staying ahead of trends along with listening to their clients. Wayne Burlington, Owner and President, states, “We have embraced cutting-edge technology, with the Xerox Iridesse Press that includes Gold, Silver, and Clear, to meet the changing needs of our clients.”

By positioning themselves as a one-stop supplier, Pronto Reproductions continues to grow. Wayne’s sons, Thomas Burlington and Jason Burlington (General Managers), are now integral to the business, ensuring a seamless transition and continued innovation for the future.

## CASE STUDY SNAPSHOT



### The Challenge

- Adapting to market demands
- Prioritizing innovation for growth
- Client preferences shaping strategy
- Strategic focus on high-impact solutions



### The Solution

- Client education for maximized results
- Enhanced offerings with high-impact specialty colors with the Xerox® Iridesse® Production Press
- Strategic focus on design integration
- Extra large sheet as a differentiator



### The Results

- Evolution to industry leadership
- Strategic use of Iridesse Press capabilities
- More empowered clients through improved engagement and education
- More strategic forward-looking innovation
- Color as a growth driver



**THE CHALLENGE**

**Color Drives Sales – Innovation Fuels Growth**

Wayne Burlington explained, “While we had a device capable of providing a 5<sup>th</sup> color, our initial marketing efforts to promote white as a specialty color through self-promotion didn’t generate the expected business impact.” Realizing that simply offering white as a 5<sup>th</sup> color wouldn’t align with their growth strategy, Pronto Reproductions promptly shifted focus and discontinued those efforts.

In a similar vein, after evaluating their business needs, they opted against another black-and-white solution, recognizing it lacked future growth potential. Instead, they sought innovative options that would differentiate them in the market by offering clients something beyond their expectations—solutions they hadn’t considered or thought unattainable, such as more eye-catching colors and a larger format size.

Wayne Burlington noted, “We’ve observed a clear trend among our clients: an increasing demand for color over black-and-white printing. When we asked our clients about their motivation, the response is consistent—color drives sales. It captures attention and enhances the impact of their marketing efforts, ultimately delivering a higher return on their print investment.”

**THE SOLUTION**

**Leveraging the Xerox® Iridesse® Production Press to Drive Client Value and Market Growth**

With the introduction of the Iridesse Press, Pronto Reproductions realized the importance of educating clients on how to leverage the equipment’s capabilities. By demonstrating the potential of 5<sup>th</sup> and 6<sup>th</sup> color channels, such as Gold, Silver, or Clear, they guided clients to present their files in a way that maximizes print quality from the outset, rather than suggesting enhancements after file submission. Their core offerings include books, where Clear Specialty Dry Ink is frequently applied to covers for enhanced visual impact and protection, serving as an alternative to lamination. Additionally, they produce high-quality booklets, manuals, banners, posters, and more, with gold and silver accents, adding a distinctive, premium finish to elevate the final product.

Their go-forward strategy encourages clients to incorporate advanced design elements during the creative process. This enhances their results and positions Pronto Reproductions competitively in the market by adding value to their clients’ products. Additionally, they are committed to demonstrating the capabilities of the Iridesse Press, offering samples and hosting seminars to drive future business growth.

Thomas Burlington emphasized the competitive advantage of the Iridesse Production Press, noting, “The (Xerox) Iridesse (Press) can produce long-format posters and banners, reaching up to 47.2 inches—something few other digital printers can achieve. This capability sets us apart in the market. It’s a powerful feature to offer customers, allowing us to deliver high-quality posters and banners within minutes. It’s a great value proposition—clients can walk in and leave with their product in hand, fast and efficiently.”

**THE RESULTS**

**Innovation + Strategic Evolution = Market Leadership**

**Evolution to Industry Leadership:** Pronto Reproductions has now expanded into a full-service digital and commercial print and packaging provider, embracing technology and market changes to stay competitive.

**Strategic Use of Capabilities:** By adopting the Iridesse Press with its 5<sup>th</sup> and 6<sup>th</sup> color channels, including Gold, Silver, and Clear, Pronto Reproductions empowers clients to enhance print quality, driving higher value from the outset.

**Client Education and Engagement:** Pronto Reproductions focuses on educating clients about the potential of the Iridesse Press, offering demonstrations, samples, and seminars to maximize the impact of advanced printing capabilities.

**Forward-looking Innovation:** The company shifted its strategy from black-and-white solutions and less impactful marketing efforts, choosing to focus on color-driven, innovative print technologies that set them apart in the market.

**Color as a Sales Driver:** Wayne Burlington highlights the rising demand for color printing, as it captures attention, drives sales, and delivers a higher return on marketing investments compared to black-and-white printing.

“The Iridesse system enables us to significantly increase production capacity, allowing us to complete more jobs in less time while maintaining high-quality output.”

– Wayne Burlington, Owner and President, Pronto Reproductions

To learn more, visit [xerox.com/iridesse](https://xerox.com/iridesse)