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**XEROX**<sup>®</sup>

Technology | Document Management | Consulting Services

Case Study

Results  
you can  
measure.

#### Core competency

Combining the option to pre-print Xerox Premium Digital Carbonless with variable print imaging on the Xerox digital monochrome equipment helped Doculink address customer requirements in a unique way and enhanced their invoice and statement printing core competency.

#### Custom ordering

Flexibility in customizing the configurations of Xerox Premium Digital Carbonless ordered for customer production runs **saves Doculink up to 40% in cost and up to 50% in time spent manually collating** the sets before or after printing.

#### Less downtime

With the significant reduction in machine contamination and cleaning because of the Xerox-patented Capsule Control Coating, Doculink estimates they have **25 to 50 percent less downtime** between running Xerox Premium Digital Carbonless and other non-carbonless print jobs.

#### Quality and performance

The exacting quality standards to which Xerox papers are manufactured – including Xerox Premium Digital Carbonless, Xerox Digital Color Xpressions+ and specialty materials such as Xerox DocuTech Tabs, Xerox Transparencies and Xerox CD Labels – assures Doculink of jam-free running because Xerox papers are designed for consistent, superior performance in digital printers and digital presses.

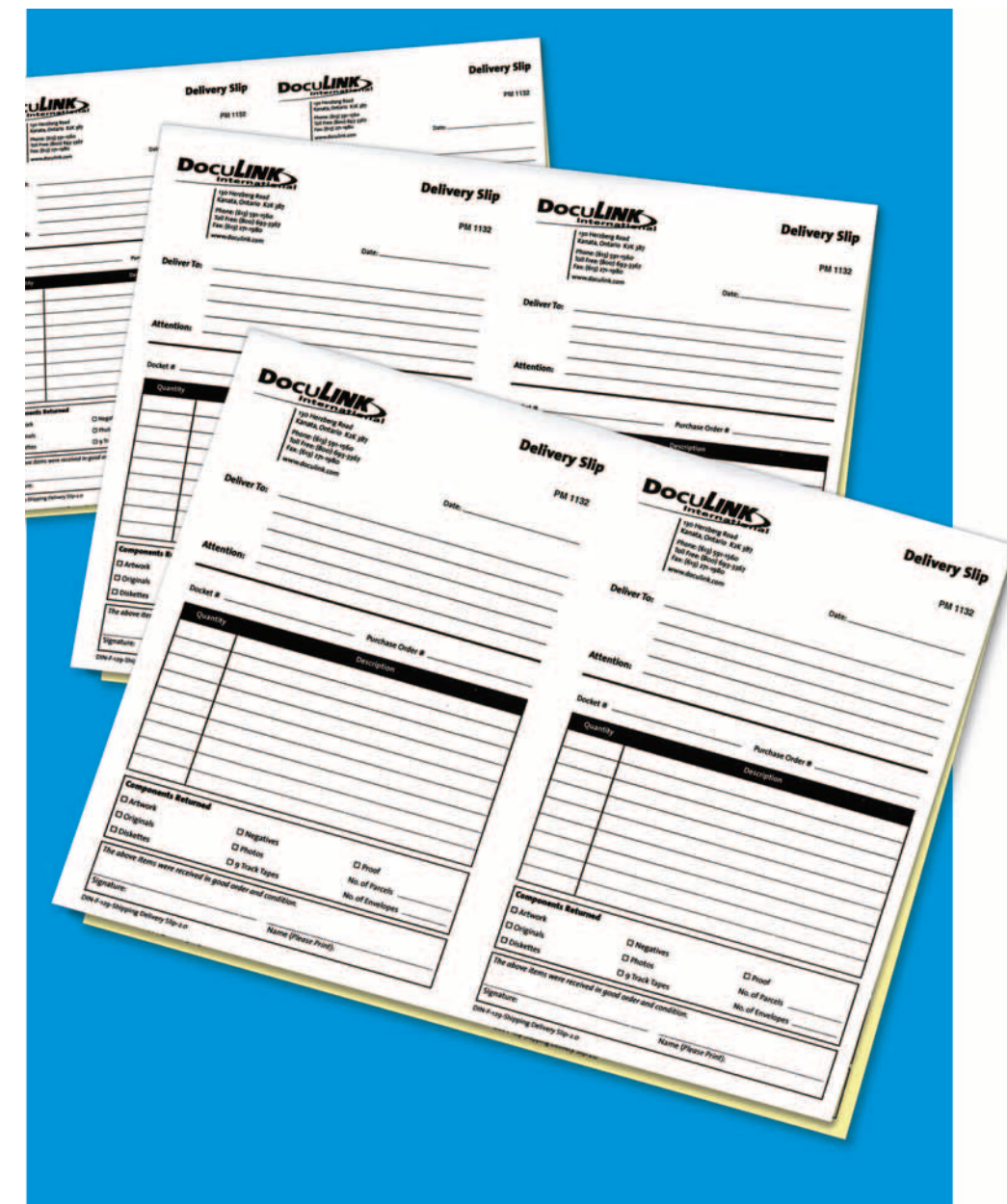
#### Fewer jams, better throughput

Doculink's staff disliked working with other brands of carbonless paper because they jammed and required more servicing or maintenance visits. Switching to Xerox Premium Digital Carbonless has eliminated the staff's complaints about running invoices and statements because it does not jam as frequently and printing throughput is higher.

#### Xerox Corporation

Xerox is one of the world's leading providers of imaging and document supplies. From toner, inks and print cartridges to various types of paper and printing materials, supplies are an important part of the company's overall business. The Supplies Group develops and markets a complete range of paper and specialty media products designed for Xerox digital printers. Xerox papers and specialty media include text and cover grades, coated papers, labels, transparencies, carbonless cut-sheet papers, business cards and more – all designed in the Xerox Media and Compatibles Technology Center to ensure optimal machine performance.

Doculink finds forms, invoice and statement printing is more productive with Xerox Premium Digital Carbonless.<sup>™</sup>



## Doculink International

Doculink is a full-service electronic document management, print, fulfillment and distribution service provider offering completely variable, full-color imaging services as well as the creation and management of Web-based “Virtual Print” online systems. From paper-based print and distribution through to the creation and management of Internet and Intranet information systems, Doculink International specializes in providing one-to-one print and web-enabled communications that can be tailored to the individual recipient.

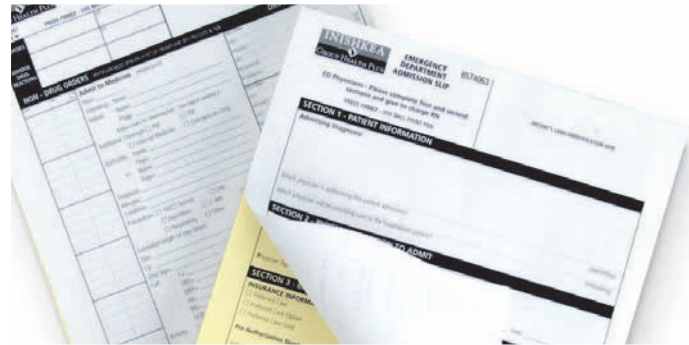


## The Challenge

# 1

“We had lots of jams and problems with other brands of carbonless paper – to the point that our staff just hated running the other stuff.”

Jean-Paul Hebert, Imaging Manager, Doculink



One of Doculink’s core competencies is providing its customers with comprehensive management, printing, fulfillment and distribution of their invoices and statements. Other core competencies include Web-based order management services, 1:1 direct marketing production services, print fulfillment and distribution management. Doculink prints more than 1.5 million forms, numbered invoices and statements each year for its customers and internal use on multipart carbonless paper. In 2004, Doculink conducted an unbiased, extensive test, evaluating several types of carbonless forms in production runs for their staff to determine the best performing and easiest to use products.

## The Solution

# 2

“With Xerox Premium Digital Carbonless, we have fewer jams and our throughput is much better.”

Jean-Paul Hebert, Imaging Manager, Doculink



Doculink uses different configurations of Xerox Premium Digital Carbonless papers, in two- or three-part sets or preprinted single sheet colors processed with a customer’s variable data and collated into sets automatically as they print. Xerox Premium Digital Carbonless may be printed on both sides with minimum scuffing, curling or broken ink capsules, thanks to the Xerox-patented Capsule Control Coating. Doculink prints monochrome forms on several DocuTech® 6135 Production Publishers, DocuTech 6180 Production Publishers and DocuPrint® 4135 Laser Printing Systems. They also use a Xerox iGen3® Digital Production Press and a Xerox DocuColor® 2045 Digital Color Press for full color printing on Xerox Digital Color Xpressions+ 24 lb and 28 lb paper, Xerox Transparencies, Xerox CD Labels, Xerox DocuTech Tabs and custom Xerox Reinforced Dividers.

## The Benefit

# 3

“Now it’s like running any other type of paper. Xerox Premium Digital Carbonless is just much cleaner all around and our staff finds it more enjoyable to work with.”

Jean-Paul Hebert, Imaging Manager, Doculink



Using Xerox Premium Digital Carbonless in its monochrome digital printers **saves Doculink between 25 and 50 percent of the time spent on production and cleanup** compared to running another brand of carbonless paper stock not specifically designed for efficient jam-free digital printing. Having the Xerox Premium Digital Carbonless delivered pre-assembled in two- or three-part sets or as individual sheets to their specifications further improves shop productivity and lowers costs since the paper needs no manual collating. Doculink operators also like the fact that Xerox Premium Digital Carbonless is edge marked with a unique print-side arrow that shows which way to insert the paper into the printer’s vacuum feed trays, increasing operational efficiency while helping to reduce imaging errors.