

Social & Health Services, Limited Gets the Job Done Using Xerox Equipment and Supplies

The private sector companies that turn the programs of the federal government into awareness campaigns are an interesting mix of public spirit, idealism and a keen sense of entrepreneurialism. An outstanding example of this is Social & Health Services, Limited, a division of ORC Macro, an Opinion Research Corporation Company (NASDAQ: ORCI). Social & Health Services (SHS) specializes in communications services using a broad range of communication tools and media to tackle important social issues – like AIDS awareness, drug abuse or juvenile self-esteem – with tough-to-identify and -reach audiences – the very people in the greatest need of their messages. Their work includes survey and market research, policy analysis and evaluation, communications and social marketing, performance improvement, training and technology services and often takes some unusual turns as they move toward their objectives.

When SHS gets involved, projects are translated into powerful, multifaceted

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ads and published document. If the target audience will see it or hear it, SHS figures out

multimedia campaigns and seek audience delivery in any number of ways: on the web, as television and radio spots as well as through print



Tony Bowers, Xerox Business Services account associate and Ugur Sisman, SHS vice president, review a recent project at the Xerox DocuTech 6180.

how to get the message delivered. For example, Girl Power (girlpower.gov), a campaign encouraging and motivating 9- to 14-year old girls to make the most of their lives, originated entirely with SHS and was focus tested before being rolled out nationwide. Among many other responsibilities, SHS often acts as the clearinghouse for information from government agencies such as Substance Abuse and Mental Health Services Administration (SAMHSA), an agency of the U.S. Department of Health and Human Services. SHS campaigns generally originate with federally funded programs and incorporate multi-media and web design, graphic arts and printed items as part of the complete campaign.

“We create and produce lots of standard projects, such as research reports and customized folders, along with a large number of more unusual projects such as campaign

patches, placemats, banners and stickers,” lists Ramona Arnett, executive vice president of Social & Health Services.

Xerox Printers and Papers for Top Performance

SHS uses Xerox color and monochrome high volume production printers for their large volume printed documents and Xerox “It’s Compatible” replacement cartridges for their desktop HP printers throughout their offices. SHS has a Xerox DocuColor 2060 Digital Color press and a Xerox DocuTech 6180 Production Publisher for black and white printing such as research reports. In total, SHS prints and distributes more than four truckloads of paper each year.

For printed research and survey reports, SHS uses standard business papers including Xerox Business Multipurpose 4200, Digital Color Xpressions 80 lb. Gloss Coated Text and Xerox Digital Color Xpressions 80 lb. Matte Coated Text and Digital Color Xpressions 98 Ultra White 65 lb. Cover. “Xerox papers have consistent quality and the competitive pricing is great. Your whites are very white and the surfaces are consistent. We always know how it will run and how it will look,” noted Ramona. SHS also creates and prints thousands

of presentation folders for programs, promotions, press kits, meeting and conference materials using the Xerox High Gloss DocuPac folders. “Unlike most DocuPac customers, we print on both sides of the covers – why waste the space? We have important messages to communicate and we want to use everything available to us.” Arnett added.

Major Role for Xerox Specialty Papers and Custom Media

With some campaigns requiring more unusual printed materials, Arnett has frequently turned to Xerox for specialty papers and other media. In addition to a rich assortment of business and book publishing papers, Xerox offers a broad array of specialty papers as well as unique printable materials, such as Xerox Window Decals (Clear and Opaque White) and 6 up CD ROM labels, that satisfy even the most unusual requests. Arnett continues, “For example, we have copied very rare, old translated books onto Xerox Digital Color Parchment and literally burned the edges of the sheets after they’re printed to give them a genuinely antique look. Xerox Parchment is better than anyone else’s. Another campaign is making extensive use of the Xerox Window Decals and we’re very

interested in using the Xerox DocuCards for a new campaign we are developing: children would join and receive a membership card.” Xerox recently introduced the 6-Up CD labels on an 11-inch by 17-inch glossy or matte sheet, providing more productivity per sheet than any other CD labels on the market for high volume production.

SHS tried a competitive paper in their



Ugur Sisman and Jocelyn Dequenne, Xerox Supplies Account Manager for SHS, look at a colorful project printed on the Xerox DocuColor 2060 and finished on the Bourg Perfect Binder.

DocuTech 6180 and it was a drag on productivity because it slipped and jammed in the on-line finisher attached to the 6180. By switching to Xerox papers, the jamming problem was eliminated and production swung into high gear. Because SHS is a three-shift by seven-day operation, performance and equipment uptime is critical. Any factor impacting productivity is quickly fixed or abandoned. “Most everything we do and try is on the cutting edge. Usually our willingness to try new things is a benefit and compliments our

creativity as we build solutions to communicate effectively,” observes

Arnett. “For instance, we have our own software developers on site and have often been a beta site for software and hardware companies as they bring new products to market. Our operation is very rigorous so we tend to find bugs that others don’t.”

The Cutting Edge of Project Creativity

SHS has also been a long-time user of Xerox custom media solutions, working closely with Xerox to develop specialty paper and media products that suit their unique needs before they are commercially available. Such products include Xerox Digital DuraPaper, a synthetic material composed of a single layer of highly filled microporous, polyolefin plastic film. The material is tear, chemical and abrasion resistant and – at more traditional printing centers – is used for outdoor signage, short run menus, identification documents or badges. SHS is using the 11-inch by 17-inch DuraPaper to print colorful reversible, dual language placemats on the DocuColor 2060 for

daycare centers. “Using the DuraPaper for these placemats lets us establish a learning link with young children and familiarize them playfully with the alphabet and numbers in a highly colorful way. Because the DuraPaper is



Ugur Sisman, Ramona Arnett, SHS executive vice president and Tony Bowers show off some of the creative items from recent SHS campaigns printed on the Xerox DocuColor 2060.

impervious to spills and easily survives the children’s rough handling, these placemats really do work well in this rugged environment,” Arnett explains. “We really like the innovations we find in Xerox papers and media products. Our projects are not the norm in the publishing world. We get new paper products from Xerox and then work with our customers to try the new materials in new applications and ways,” Arnett continued. Xerox custom media solutions are available by calling Xerox directly at 1-800-822-2200.

Quality and performance make the difference for SHS in their not-so-routine operation and they find Xerox papers up to the challenge. “Xerox specialty papers and custom media applications help us move customers to new solutions. And most importantly, they help us achieve the objectives of our campaigns,” noted Ramona.

Xerox Cartridges Throughout the Office

Although SHS depends on Xerox production printers for their high volume work, the office areas are still using older HP LaserJet printers. For these, they have chosen to use the Xerox “It’s Compatible” replacement cartridges, which they have found to give them equivalent quality to the HP cartridges at a much more economical price per page. “With the Xerox compatible cartridges, we get Xerox quality for our HP printers at a thrifty price per page. The quality is very good, and we have had no issues with them; we’ve been very pleased with them. We can definitely afford to conserve the money we spend for routine office printing and put the dollars we save toward the campaigns,” commented Arnett.



SHS uses Xerox It's Compatible replacement cartridges in their offices with their HP desktop printers.

SHS Projects Serve the Greater Good

SHS works in the background of public policy and federal programs, working towards the common good. Their public spirit and idealism is matched daily by their sense of entrepreneurialism to size up a formidable communications project or campaign and, by breaking it down into achievable chunks, get the messages formulated and delivered in a format appropriate to the audiences. Social & Health Services' use of Xerox equipment, compatible cartridges and papers – whether standard, specialty and custom – lets them focus on the project, not on the tools, to effect the world-changing objectives they undertake.

For more information, contact your Xerox Supplies Representative, an authorized merchant, www.Xerox.com or call 1-800-822-2200.

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