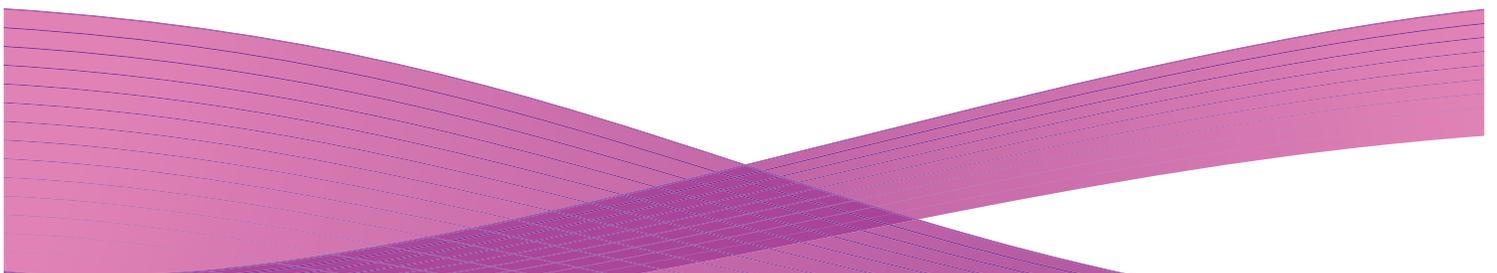


# Advanced digital printing capabilities strengthen customer relationships.



## our people.

At the Budd Group, our team of experienced landscape professionals will help you put your business's best foot forward. From initial installations to annual maintenance programs, our team will work with you on each project to make sure the overall appearance of your grounds is nothing short of exceptional. We take great care in hiring, training and managing the best people in the landscaping industry. For your tenants, the effect is impressive and immediate. For you, it is both assuring and rewarding.



# Best-of-the-Best Contest

## Xerox Premier Partners Global Network



**Capture Public Relations & Marketing—Budd Group, Landscape Services, Collateral**

### Keiger Printing Company

Established in 1943, Keiger Printing Company is a fourth generation, family owned commercial printing business located in Winston-Salem, NC. They got their start in digital printing with the purchase of a DocuTech® printer in 1994, eventually upgrading to a Xerox iGen3®. In September 2008 they were North America's first Xerox iGen4™ installation.

Specializing in applications that combine digital and offset, years of experience have made Keiger Printing Company an expert in effectively marrying the two technologies to create truly innovative pieces. They continue to push the limits of Xerox technology, as well as the boundaries of the industry.

You may also remember them as Best in Show winners at the 2007 PIXI Awards.

On the web:  
[www.keiger.com](http://www.keiger.com)

### The challenge

One of Keiger Printing Company's clients, Capture Public Relations and Marketing, approached the North Carolina-based printer with a unique and challenging job.

Their client, The Budd Group, needed a colorful and memorable marketing collateral piece to highlight their landscape services division at an upcoming trade show. Because this area of their business is predominantly driven by the natural beauty of plants and flowers, color and image quality were of the utmost importance. Adding to the challenge was the felt paper stock the customer chose to convey the texture and dimensionality of nature.

### The solution

Driven by a CX Print Server, powered by Creo®, and printed on the Xerox® iGen4™ Press, the end result was a jaw-dropping brochure that successfully captured the rich colors and natural beauty of the outdoors. All parties involved—from the photographer to the PR firm to the end client counting on the results—were amazed by the quality of the piece. The greens in the photos came out as lush as the day they were taken and each image popped off the page with remarkable, consistent color.

As for the challenge posed by the 80 lb. felt paper stock, the Xerox iGen4™ Press once again proved its versatility as it was able to effortlessly print crisp, clear images on a textured substrate.

### The benefits

The Budd Group couldn't have been happier with the look and feel of the brochure, and Keiger is optimistic that they will be their go-to printer for any future collateral. The job's success also helped strengthen the relationship with Capture Public Relations and Marketing, with the two pairing up on several jobs since the Budd Group brochure. Because Keiger has proven themselves capable of handling anything thrown their way, the firm continues to approach them with increasingly challenging work.

In addition to forging stronger relationships with existing customers, the landscape services brochure has been a valuable tool in showcasing the capabilities of Keiger Printing Company's Xerox iGen4™ Press. Their sales reps now have a real-world application sample illustrating the device's vibrant colors and media latitude, as well as the narrowing gap between offset and digital.

