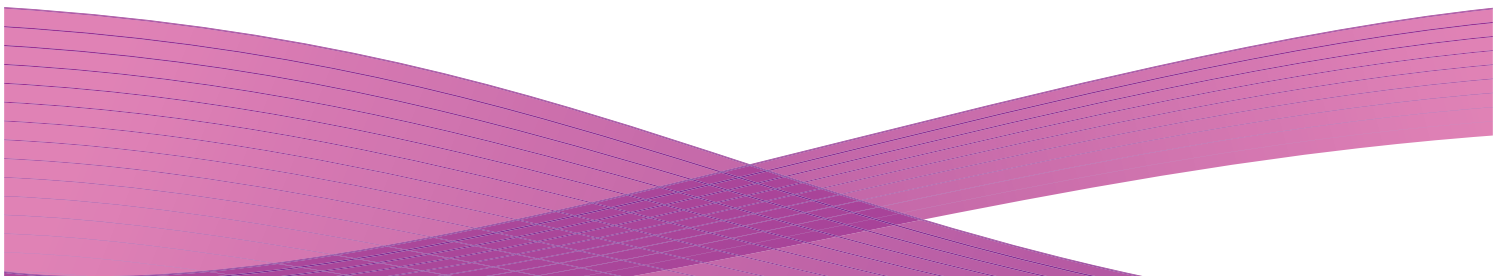
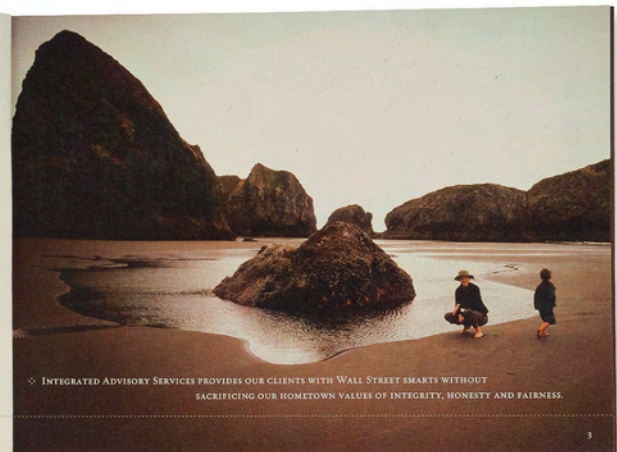
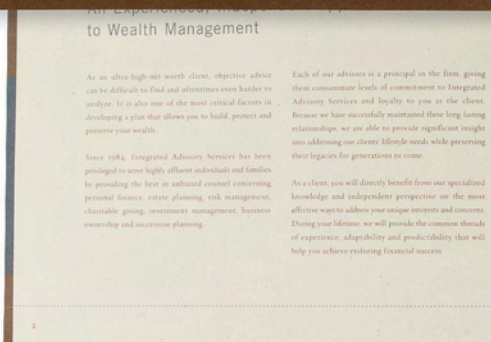
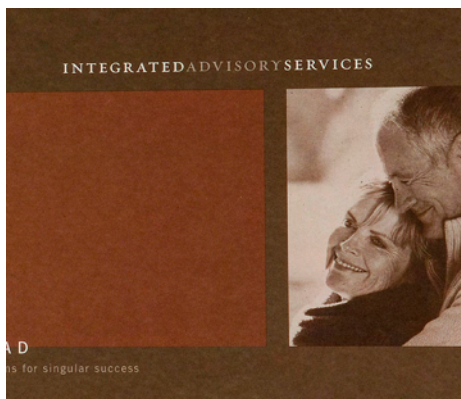


Offset and digital work together to set the client apart.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



**PAVE Creative Group—
Integrated Advisory Services,
The Common Thread,
Offset & Digital**

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, and 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

The challenge

In today's complex printing environment, having digital equipment that can work efficiently alongside offset presses is more important than ever.

That's exactly what was required when PAVE Creative Group asked North Carolina-based Keiger Printing Company to produce a high-end marketing brochure for their financial services client, Integrated Advisory Services. The job required two versions of the brochure targeting two distinct audiences, their emerging-affluent and established high-net-worth clients, with a print run of 100 for each. The complexity of the piece made the job particularly challenging. With 15 production steps, organization and clear communication were imperative. And heavy solid images throughout meant that Keiger had to deliver flawless color matching between their Heidelberg Speedmaster CD 74 and Xerox® iGen 3® 110 Digital Production Press.

The solution

The final product consisted of an offset-printed, semi-wrap cover scored in multiple places and die cut with business card slots, all wrapped around digitally printed inserts and secured with brass grommets. The entire brochure was printed on Milkweed Smart Genesis Cover, the interior pages on 80 lb. stock and the cover on a heavier 110 lb. stock. Driven by a CX Print Server, powered by Creo®, the iGen3® proved more than capable in matching offset colors as well as saving the client money on the short-run job without sacrificing high-quality appearance.

The benefits

PAVE Creative Group and the end customer, Integrated Advisory Services, were very pleased with the final piece. The high-end marketing brochure not only appealed to their emerging-affluent and established high-net-worth clients, but also helped IAS further establish their brand in the extremely competitive financial services market.

Just as important as the success of the marketing brochure itself, Keiger's ability to tackle such an intricate job combining offset, digital and complex production requirements strengthened their relationship with their client. Having proven their ability to handle anything that comes their way, they can count on more work in the future.

