

Results
you can
measure.

PIXI winner

The Veil Wedding Dress Catalog was recognized with a Printing Innovation with Xerox Imaging (PIXI) Award at the Print® 05 exhibition for best innovative use of Xerox digital media, conveying the elegantly sophisticated antique look the company wanted at an affordable cost.

Print on demand flexibility

Working entirely with electronic files and digital printing means that Sands Des Roche can make every catalog a unique piece of art as unusual as their dresses, printing additional catalogs in limitless variation to support their marketing and sales easily.

Sized to fit

Xerox Graphic Xpressions (formerly Digital Color Graphics) paper and cover stock is a suite of graphic arts media available in three sizes and three shades. Sizes include 8.5 x 11", 17 x 11" (short grain) and 18 x 12" (short grain) for optimum flexibility in designing for digital color printing with full bleed. Xerox Graphic

Xpressions papers are available in True White, Cream White and Warm White shades.

Engineered for performance

Xerox Digital Papers are as carefully engineered for performance and quality as the digital production equipment for which they are designed. This means Impel Media & Publishing has less downtime and fewer service calls due to machine contamination and cleaning.

Standardizing with the quality leader

Impel Media has standardized on Xerox Digital Papers for their shop because the portfolio of Xerox paper products and specialty printing materials satisfies their customers' requirements. The papers offer superior performance and appearance over non-digital brands.

Quality and performance

The exacting quality standards to which Xerox papers are manufactured assures Impel Media & Publishing of jam-free

running because Xerox papers are designed for consistent, smooth operation in digital printers and digital presses.

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.

For more information about Xerox Supplies, contact your Xerox Supplies Representative, Authorized Xerox Reseller or call: **1-800-822-2200 in the U.S. or 1-800-668-0199 in Canada.** You can also visit us at www.xerox.com.

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Case Study

Impel Media
Says "I Do" with
Xerox Digital Papers
and Creates an
Award-Winning
Wedding Dress
Catalog



Impel Media & Publishing, Inc.

Impel Media & Publishing, Inc. is a graphic design and four-color print firm producing full color professional marketing materials and documentation using Xerox digital production equipment. The company offers brochure design and layout, short runs and fast turn-around with professional quality on promotional items including postcards and rack cards; multi-page documents such as catalogs, newsletters and directories; marketing brochures, flyers, sell sheets and product documentation. For more information, please contact info@impelmedia.com.

The Challenge

1

“Our client designs one-of-a-kind wedding dresses and accessories. They wanted a one-of-a-kind catalog that communicated the unique value of their designs.”

Russell Anderson, Vice President, Impel Media & Publishing, Inc.



For the past five years, Impel Media & Publishing, Inc. has been satisfying a growing number of customers in Atlanta, Georgia with digital color and monochrome printing. In 2004 a two-person wedding dress design firm, Sands Des Roche, asked them to provide test prints for a distinctive catalog they were creating to launch their “wearable art” designer-quality wedding dress business. The catalog would have a very limited distribution and each catalog would include a hand-painted watercolor cover, delicate lace and fabric butterflies inside and a velvet spine hand-bound with satin ribbon. Just as their dresses are one-of-a-kind, no two books would be alike. Naturally, the paper and the printing had to be as exemplary as the quality of the wedding dresses showcased in the catalog.

The Solution

2

“Professionals are blown away by the quality of the catalog pages. One gallery owner told us to frame the photographs and put them on exhibit.”

Robyn Des Roches, Sands Des Roches, wedding dress designers



Impel Media & Publishing worked with Sands Des Roche to turn their catalog visions into reality, creating two versions of the catalog for different clientele. One version includes full color photographs of the one-of-a-kind dresses shown in elegant, traditional settings. The second version also contains a smaller catalog of headpieces and veils nestled within the oversized dress catalog. The designers selected Xerox Graphics Xpressions 80 lb. Cover in Warm White, printed on Impel’s Xerox DocuColor 6060 Digital Color Press and then trimmed to 10.5 x 14” for full bleed. The paper’s matte finish and warm tone enhanced the photographs and subtly underscored the lush opulence Sands Des Roches envisioned for the catalog.

The Benefit

3

“About 98 percent of our jobs are printed on Xerox Digital Paper stock – it runs well and provides a wide range of papers optimized for use in digital production equipment.”

Iris Dauphin, Lead Press Operator, Impel Media & Publishing, Inc.



Knowing that Xerox Digital Papers are engineered for flawless printing and compatibility with Xerox digital printers and production presses, Impel Media was confident of impeccable performance and quality for *The Veil Wedding Dress Catalog*. Using Xerox Graphics Xpressions cover stock in Warm White allowed Impel Media & Publishing to satisfy their client’s vision for the eye-catching, one-of-a-kind catalog. Sands Des Roche liked working with Impel Media because Impel understood what the designers were trying to do and was willing to collaborate with them and the photographer/graphic designer, Robert Rausch. Impel Media printed and trimmed the interior pages to size, then returned the book sets to the designers so they could customize them and attach the velvet and satin binding by hand.