

Printing services provider Vesa Direct implements high volume transpromo solution from InfoPrint.

Overview
Vesa Direct Spain www.vesadirect.com
Industry <ul style="list-style-type: none"> Professional Services
Products <ul style="list-style-type: none"> Three InfoPrint® 5000 color printers InfoPrint Advanced Function Presentation (AFP) Toolbox



“Telefonica’s interest in transpromo offered us an opportunity to expand our partnership with one of our biggest customers. It’s quite likely that we wouldn’t have been able to take advantage of this lucrative deal without the super-fast InfoPrint 5000.”

—Vesa Direct

Vesa Direct (Vesa) is a leading printing services company in Spain that focuses on direct marketing. In addition, the business prints large numbers of statements for banks, as well as customer bills for Telefonica, a leading Spanish telecommunications company.

Challenge

One of Vesa’s primary customers, Telefonica, was interested in employing transpromotional (transpromo) marketing tactics—on a single page, it wanted to combine targeted, colorful promotional campaigns and customers’ monthly bills.

Vesa won 55 percent of a transpromo contract and agreed to print roughly 121 million feet for the customer annually. To meet the customer’s billing demands, it faced the challenge of printing 10 million feet in 4.2 days every month.

To deliver such quantities at a rapid rate, Vesa sought a printing solution that would provide high-volume output, variable color capabilities and long-term reliability.

Solution

Vesa deployed three high-performance InfoPrint® 5000 continuous-form duplex printers from InfoPrint Solutions Company™, a Ricoh-IBM® joint venture. The systems enable a powerful, cost-effective transpromo solution that helps Telefonica drive business growth opportunities.

Thanks to piezoelectric drop-on-demand inkjet print-head technology, the high-speed printers provide up to 209.9 feet per minute, or 916 full-color letter-size impressions per minute. Moreover, the InfoPrint 5000 solutions leverage InfoPrint Advanced Function Presentation™ (AFP™) software, which helps Vesa manage output integrity.

Benefits

- Empowered the client’s customer to sell additional services, reinforce its brand value and increase customer loyalty, while simultaneously reducing support, mail-insert and postage costs
- Enabled the telecommunications provider customer to open new revenue streams and communicate more effectively with its customers
- Implemented blazing-fast print speeds while providing superb color integrity—shortening the transpromo development cycle and document time to market



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