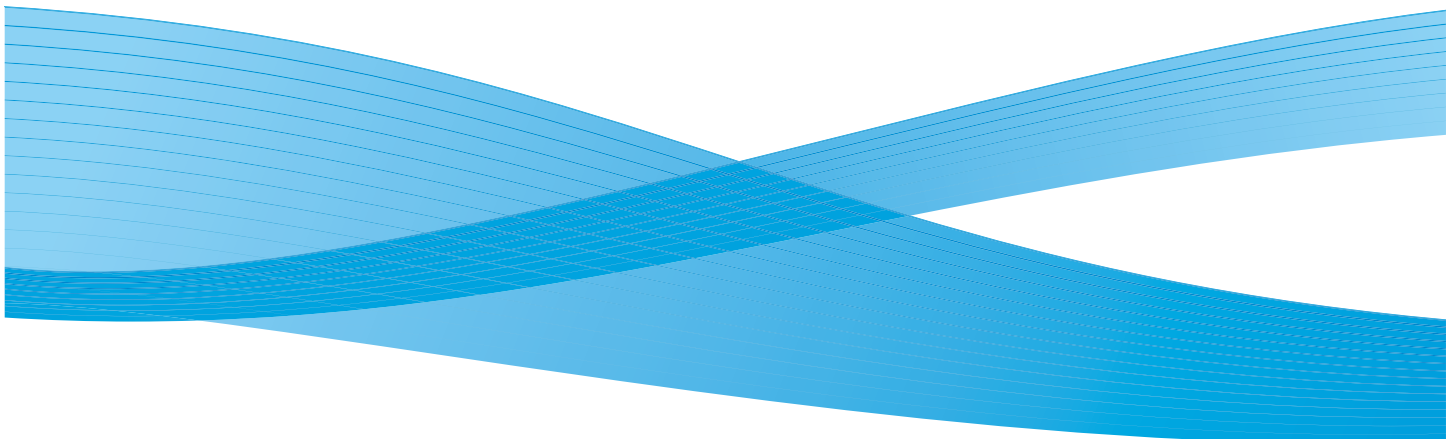


Digital printing saves World Wildlife Fund valuable resources.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



WWF Switzerland
Annual Agenda for 2010,
Digital and Offset Category

medialogik GmbH

Since 1999, medialogik GmbH has provided printing and media services to a wide range of clients and partners. Based in Karlsruhe, Germany, the company offers design, production and logistics services from a single point of contact, with each service tailored to their customers' unique needs.

medialogik knows that the first few seconds count in any communication. That's why they emphasise bringing out the creativity and relevance in every professional communication to establish that special dialogue between the client and the intended audience. Backed by years of industry experience, medialogik has enjoyed recent success particularly in the environmental field, producing applications for the Copenhagen Climate Treaty, forest certification, and the World Wildlife Fund.

On the web:
www.medialogik.tv

The challenge

Every year, the World Wildlife Fund (WWF) creates photography-rich personal agendas to be sold in their online shops to help support the WWF's mission of building a future where people can live in harmony with nature. Typically, they have an offset print run of 3,000. However, due to the recent economic downturn, they had experienced significantly lower online sales, and the organisation wished to produce 1,000 pieces instead. The problem was that smaller offset print runs were much more expensive, and the projected cost per unit was far beyond a realistic market price. What's more, the agendas quickly become dated, making over-production an even more costly concern.

medialogik GmbH, however, had the ideal solution to ensure that the project would not only continue, but be produced more economically than ever before.

The solution

medialogik proposed an efficient and cost-effective solution: to produce the agendas through a mix of offset and digital printing technology. The combination of an offset-printed cover and digitally produced content immediately brought the overall cost down, particularly by eliminating any over-production. Even better, the profit margin for each planner was approximately 45 percent of the retail price.

The Xerox® iGen3® 110 Digital Production Press with an EX Print Server powered by Fiery® was used for the digital printing portion of this project. The offset production was completed with a Heidelberg 50 x 70 Five-Colour Press using paper stock certified by the Forest Stewardship Council.

The benefits

This digital printing solution not only saved money during production but it enabled the World Wildlife Fund to continue to offer their personal agendas for sale ... which helped generate important revenue for their many causes. The WWF was very pleased with how medialogik helped to solve their problem and deliver positive results.

In addition, medialogik has used this application to showcase the production capabilities of their digital printing system. Their promotional efforts have really paid off: in under a year, the company's percentage of operating profit has doubled and the company is finding new, profitable ways to leverage their expertise and digital printing investment.

