

## MAKING THE DIGITAL LEAP AT WHITE PAPER COMMUNICATIONS

Company Name	White Paper Communications
Industry	Creative
Founded	2012
Location	Bukit Merah
Services	Design, marketing and print
Website	<a href="http://www.wpc.com.sg">www.wpc.com.sg</a>
Relationship with FUJIFILM Business Innovation Singapore	6 years



### ABOUT WHITE PAPER COMMUNICATIONS

From visual communications to design and print, White Paper Communications provides a suite of creative solutions to support marketing needs. It is a one-stop marketing services provider that partners clients in formulating strategic marketing plans that drive engagement, customer retention and brand awareness. With offices in Singapore, Medan and Jakarta, White Paper Communications serves an international clientele that includes government boards and corporate and consumer brands.

### MARKET PRESSURES

The print industry is a highly competitive market in which players fight a price war to win market share and grow.

Recognising that price slashes are not sustainable for its business, White Paper Communications wanted to differentiate its services by expanding its capabilities to provide a wide selection of finishing and service offerings.

In addition, with the rising demand for personalised print campaigns, the company needed a digital printing press that would meet the demand for high-quality output with shorter turnaround times.

### RE-ENGINEERING FOR GROWTH

Having built a strong partnership with FUJIFILM Business Innovation Singapore for over 6 years, White Paper Communications knew they would find a successful solution in FUJIFILM Business Innovation Singapore's progressive print technology, backed by a holistic customer support that FUJIFILM Business Innovation Singapore provides in the areas of business development, colour management, workflow innovation and online and offline customer support.

And they did, with the Iridesse™ Production Press. Instead of the usual CMYK digital printing machines in the market, the industry's first six-colour print engine is the press of choice for businesses like White Paper Communications. Featuring high productivity, outstanding image quality and compatibility with a wide media latitude, the Iridesse™ Production Press takes digital printing to the next level. In addition to CMYK Dry Ink, the press allows for the loading of two Specialty Dry Inks, with a choice of Gold, Silver, White and Clear colours. It also uses 1200 x 1200-dpi x 10-bit rendering that reproduces smooth texts, thin lines and gradations of source images, which gives one of the best image qualities in the market. Expensive toner technology can

now be replaced with a digital printing press that cost-effectively manages short-run personalised documents, and matches the quality of original high-volume prints.

The second digital printing solution for White Paper Communications is the versatile FUJIFILM Business Innovation Singapore B9100 copier and printer that would support monochrome printing on demand. While the Iridesse™ Production Press specialises in metallic print which supports innovative metallic designs and print applications, the B9100 specialises in monochrome print which allows the business to achieve the darkest black print applications. With an outstanding print speed of 136 pages per minute, the B9100 copier and printer loads up to 8,050 sheets and makes continuous mass printing possible. It is paper jam-resistant due to the use of an innovative vertical paper inversion mechanism that reduces the number of curves in the paper path. It also enables printing at 2400 x 2400-dpi resolution, which allows the sharp reproduction of gradations and thin lines. The device also handles a wide range of media types and finishes, allowing White Paper Communications to realise high image quality printing for every printing task.



To easily process large volumes of dynamic print through patented composition techniques, FUJIFILM Business Innovation Singapore recommended the XMPie digital printing platform. XMPie is a single easy-to-use desktop variable data printing software compatible with Adobe InDesign that would enable White Paper Communications to support variable data printing campaigns from conception to production. XMPie reads data sources such as an Excel or CSV file and connects data with text, graphic and style elements to create variable designs. With a few clicks of the mouse, print-ready files can be easily sent to print.

#### A DIGITAL FUTURE

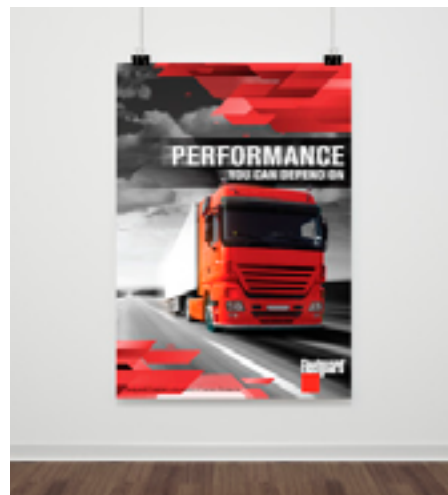
The Iridesse™ Production Press has opened up more design possibilities for the design team at White Paper

Communications. Instead of the four colour options of CMYK, the business is now able to produce more vibrant designs with the shine of eye-catching gold, silver and metallic embellishments. The press' high printing resolution and top speed also responds to the needs of customers who demand quick delivery and high-quality prints.

The FUJIFILM Business Innovation Singapore B9100 printer has enabled White Paper Communications to enjoy long-time seamless operation with less paper refill frequency. It has also raised print productivity and maximised uptime, leaving the White Paper Communications team focused on higher value-added design and creative work. The advanced settings in the B9100 printer has contributed to the better efficiency of the

various stages of the business' printing workflow and transformed its monochrome printing operations.

With the XMPie platform, White Paper Communications is better equipped to meet the one-to-one marketing needs of its international clientele. Digitalising the variable printing component has improved operational efficiencies and powered media personalisation at White Paper Communications, which now enjoys end-to-end pixel-perfect design composition. Instead of manually editing the unique information on each print job, this simplifies the creation and production of graphically rich documents that can be personalised for each recipient.



“FUJIFILM Business Innovation Singapore has expanded design possibilities for our clients and enabled us to deliver more complex, high-value work. This has helped us stay ahead of the curve in a constantly evolving creative industry and achieve traction in new markets successfully.”

- Jeffry Lautan, Director

### Objective

- To expand its business offerings and improve operational efficiencies

### Challenges

- To sharpen its edge in a highly competitive market
- To automate repetitive manual print processes

### Approach

- To leverage innovative digital printing capabilities

### FUJIFILM Business Innovation Singapore Solutions

- Iridesse™ Production Press
- FUJIFILM Business Innovation Singapore B9100 Printer
- XMPie uDirect Classic

### Benefits & Results

- Digitisation of print processes
- Six colour print engine with metallic, white and gloss print capabilities
- Fast, precise, reliable printing
- Variable data printing

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FUJIFILM Business Innovation Singapore Pte. Ltd.

20E Pasir Panjang Road #02-21A, Mapletree Business City, Singapore 117439  
<https://fujifilm.com/fbsg>