

## STAYING AT THE FOREFRONT OF INNOVATION WITH IRIDESSE PRODUCTION PRESS

Company Name	AD Imaging Solutions Pte Ltd
Industry	Graphic Communications
Founded	2001
Location	Kallang
Services	Graphic Communication
Website	<a href="http://www.adimaging.com.sg">www.adimaging.com.sg</a>
Relationship with FUJIFILM Business Innovation	14 years



### ABOUT AD IMAGING SOLUTIONS

AD Imaging Solutions is a professional print specialist providing one-stop integrated design and print services. Instead of starting out with large offset machines like most printers, AD Imaging Solutions focused on delivering high-quality digital prints. Besides serving clienteles across a variety of industries such as schools and large corporations, AD Imaging Solutions also functions as a leading broker for smaller print shops that outsource their print orders.

AD Imaging Solutions is helmed by a forward-looking leader who ventures into technology and innovation to grow the business. Over the years, the business has frequently updated its printing tools with a willingness to invest in high production machines and technology to meet the changing needs of customers.

### CHANGING NATURE OF BUSINESS

Faced with increasing competition and commoditized pricing, AD Imaging Solutions needed to lower operational costs to provide clients with a lower print cost per piece. As the business grew, it also faced a pressing need to offer more media and specialty ink options to support increasingly sophisticated designs.

To further sharpen its competitive edge,

the company aimed to enhance its productivity and keep prices attractive in a competitive marketplace through technological investments. These challenges compelled AD Imaging Solutions to seek new solutions that would raise its performance and take the business to the next level.

### FACILITATING GROWTH

AD Imaging Solutions has been a valued customer of FUJIFILM Business Innovation's for over 14 years.

Throughout its long-term relationship with Fujifilm, AD Imaging Solutions has implemented cutting-edge technologies to sustain its continued growth. One of AD Imaging Solutions' earliest decisions was to partner with FUJIFILM Business Innovation to establish a quality digital production line-up to support its customers. This led to its investment in the Fujifilm Colour 1000 Press and other production presses, which provided high-quality printing while enabling faster turnaround and more economical short runs than traditional presses.

AD Imaging Solutions also further equipped itself with the FUJIFILM Business Innovation® FreeFlow Makeready® Software – a "what you see is what you get" (WYSIWYG) job preparation application that features

basic imposition, tab programming, and simplified colour management and personalization tools. As a leading broker among multiple print shops, the company has to manage complex documents and projects on a daily basis. With the software, staff could efficiently and effectively prepare documents in any industry-standard file type and produce crisp, clean, formatted prints. Time and labour were saved and enabled the staff to focus on more jobs.

To value-add to the customers print jobs, AD Imaging Solutions also implemented XMPie uDirect Studio which could create visually-rich variable data printing projects for their customers.

In 2017, the company decided that it was time to transition to best-in-class digital print solutions that could deliver greater precision and accuracy with shorter turnaround times. It recognised that it could meet these objectives by consolidating its workflow and jobs into a single print stream.

To support greater design creativity, the FUJIFILM Business Innovation team recommended the introduction of the Iridesse Production Press, the latest breakthrough technology launched by FUJIFILM Business Innovation that would

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open up new production-level application opportunities through high-end, high-value print.

Besides enabling ultra HD resolution with a fifth and sixth print station that can house clear, silver or gold specialty dry ink in addition to standard CMYK inks, the Iridesse Production Press is an industry game-changer that would realise high-definition images and colour-rich printing. This opened up endless creativity and expression opportunities on a variety of print applications for AD Imaging Solutions, which include metallics, mixed metallics, and iridescent effects.

FUJIFILM Business Innovation further optimised the business' production processes with the PrintShop Mail add-on, a leading variable data printing software for over 15 years that would enable the quick and easy personalisation and printing of promotional material. This wave of next-generation technology would keep AD Imaging Solutions on the pulse of today's innovative and fast-paced print industry.

## RAISING THE BAR

Though AD Imaging Solutions had the option of other machines at a fraction

of the cost, the company still opted for FUJIFILM Business Innovation's due to its longstanding partnership and reliable after-sales services. In addition, the tested and proven reliability of Fujifilm's technology and its service support team gave the business further confidence in FUJIFILM Business Innovation's print solutions.

The high-speed, high-quality accuracy of the FUJIFILM Business Innovation Colour 1000 Press enhanced uptime and performance, allowing AD Imaging Solutions to meet the demands of their clients for quicker turnaround. With Fujifilm's combination of print systems, the company was also able to produce up to a 20 percent increase in output. In addition, FUJIFILM Business Innovation's solutions reduced operating costs for AD Imaging Solutions by 20 percent while equipping the business with new functionalities and capabilities, including the handling of more types of jobs on a wide range of substrates.

As well as offering all the hallmarks of a digital press such as personalisation, economical short-runs and agile production, the Iridesse Production Press has equipped AD Imaging Solutions with new high-value inline

capabilities that allow six-colour printing in one pass. This has enabled the business to increase its product offerings and differentiate itself from the rest of its competition.

The new capabilities also helped met another of AD Imaging Solutions' initial challenges – a rising demand for more vibrant and pure colour finishing techniques. The Iridesse Production Press produces one of the best image quality in the market through its 2400 x 2400 dpi high-definition image reproduction and its 1200 x 1200 dpi x 10 bit rendering ability, which produces smooth texts, thin lines and gradations. The system's stable colour reproduction is powered by high-accuracy 3D calibration, which automates the adjustment of colour variations.

In addition, the press' six colour station prints high-quality CMYK+ with two specials from a choice of Gold, Silver, Clear or White, giving the ability to create any Pantone® metallic colour. It also offers an underprint of specialty dry inks as well as overprint. The press



allows for a wider range of stock options of up to 400gsm and the option of printing wide format pieces up to 1200mm. Knowing his customer base, Mr Alex Ng knew AD Imaging Solutions' existing and prospective clients would be excited to 'value add' to their print applications.

The Irideese Production Press offers a variety of combinations in printing and production of printed products. For instance, mixing a combination of CMYK colours with Silver achieves very accurate Pantone® metallics. This opens up new markets and opportunities such as venturing further into the luxury automotive industry to produce high quality personalised invitation cards and car decals.

To support high-speed printing, the press is enhanced with the GX Print Server, which ramped up the transmission and

processing of huge files for AD Imaging Solutions, such as 1200-dpi and 10-bit high-resolution print jobs.

The ability to conduct short digital runs opens up new markets and makes printing more cost effective. With that in mind, AD Imaging Solutions found its point of difference and made it easier to access new vertical markets and opportunities using the metallic colours and other applications that the press can deliver. Recognising the opportunities it brings, AD Imaging Solutions invested in another Iridesse Production Press, bringing its total fleet to three.

AD Imaging Solutions also further diversified its range of services through PrintShop Mail, which enabled marketers to optimise production and streamline their post-printing processes. PrintShop Mail's speedy print stream creation and easy drag-and-drop functionalities also

simplified variable data printing processes for applications such as addressing, numbering, tickets, serialised leaflets, business cards and direct mail pieces. AD Imaging also derived postage savings through the software's in-built extensive barcode library and was able to manage multiple variable printing jobs easily.

AD Imaging Solutions' adaptability and technology readiness has accelerated its digital transformation and set it apart in the market with its breath of capabilities and scale. Together, FUJIFILM Business Innovation new applications and print engines served to put AD Imaging Solutions at the forefront of digital printing.

“Tremendous innovation is taking place in the print industry and FUJIFILM Business Innovation is at the frontier of next-generation digital printing solutions. FUJIFILM Business Innovation has been a trusted partner, and we appreciate its expertise and dedication in transforming our business. This has enabled AD Imaging Solutions to react faster to market opportunities.”

- Mr Alex Ng, Managing Director, AD Imaging Solutions





### Objective

- To retain its market leader position in a fast-changing print services industry

### Challenges

- Higher customer demand for quality prints within short turnaround times
- Customers required more media and specialty ink options

### Approach

- To update its digital printing capabilities by leveraging the latest in print technology

### FUJIFILM Business Innovation Solutions




- Iridesse™ Production Presses
- PrintShop Mail
- FUJIFILM Business Innovation DC1450GA
- FUJIFILM Business Innovation Color 1000i Press

- FUJIFILM Business Innovation® FreeFlow Makeready® Software
- XMPie uDirect Studio

### Benefits & Results

- Differentiated the business through new variable data printing and six-colour printing capabilities
- Increased production speeds and productivity
- Expanded its range of service offerings

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