

DIFFERENTIATING THE BUSINESS

Approaching its 25th anniversary, Orchard had begun to break out of its flat to modest growth stretch with 12% growth over a recent one-year period—and they wanted to maintain that momentum. At the time, the lease period was ending on its then-main press, a Xerox® Color 1000 Press, which includes a fifth toner housing for clear dry ink—a capability Orchard used to enhance visual appeal and to provide security, by making printed pieces harder to copy.

Janet and her team searched for a replacement, ultimately choosing the Color 800i Press, because it “rightsizes” Orchard’s print volume and provides the industry’s only digital printing with gold and metallic dry inks—and also offers clear dry ink. The metallic inks are less expensive and less toxic than foil alternatives, and the digital process cuts turnaround times by days or weeks, making for significantly happier customers.

“The new machine is allowing us to be more creative and to grow by offering something you can’t buy anywhere else in the area,” Janet said. Her relationship with Xerox also influenced her decision. “I get on well with the Xerox team,” she said. “They have a great service team, and I’ve worked with them a long time in my previous employment (and since the company’s founding).”

The press was installed in October 2016, and as part of the deal, Xerox is providing business development services to help Orchard management chart a profitable growth path.

MINING METALLIC OPPORTUNITIES

The in-house Orchard creative team quickly jumped on the opportunity to fuel new applications, developing an expanded metallic palette by mixing metallic with various colors to create shades of silver and gold, even including a shade of bronze.

They then applied their efforts to designing new wedding stationery. Like most printers in the United Kingdom, Orchard had sourced its wedding stationery from CCA, the industry leader. Now Orchard also offers a range of its own designs as well, most featuring metallic inks. Since their launch in early 2017, the company’s personalized wedding announcement business has increased fourfold!

The bronze shade also helped meet the needs of a logistics company for personalized gold, silver and bronze certificates awarded regularly to staff upon completion of various training courses. Previously, the certificates were printed on lithographic presses using metallic ink, then overprinted to personalize them. With the Color 800i Press, the certificates are produced in a single pass, resulting in faster delivery, lower cost for the customer and—according to the customer—better image quality, while boosting Orchard’s profitability.

In addition, Orchard produces metallic work for other printers, promoting the capability with an application sample pack. Metallics also figure prominently in the company’s rebranding. A new, simplified logo incorporates metallic silver, and the company business cards are produced on a variety of stocks, also featuring metallic inks, showing off the capability.

All this creative innovation is driving increased print volume—after just six months, 15 to 20% of the Color 800i Press’s volume incorporated metallic inks.



Some Orchard Print customers have reported that the quality of metallics printed digitally on the Xerox® Color 1000 Press is better than offset.

A SPARKLING FUTURE

With new branding and differentiating metallic dry inks in place, Janet is looking to the future. She plans to retire in the next decade, and to pass the business along to her son, Ben Davies, who is currently Orchard’s production manager. The goal is to leave him with an even larger Orchard legacy than today’s company.

The plan she is developing with her consultants seeks to grow the firm by about 30% in the next three years, to an annual turnover of £1 million. They will accomplish it by capturing more leads coming through the door, upselling and cross-selling to current customers, running open houses to showcase Orchard’s full capabilities, continuing to innovate and possibly opening satellite locations in nearby towns.

Orchard is banking on digital specialty dry inks, silver, gold and clear, as a part of that plan—and that promises a sparkling future.



Orchard Print Drives Growth With Creative Use of Metallic Dry Inks

Orchard Print Case History

To learn more, contact your Xerox representative or visit www.xerox.com.

“Our new tag line is, “Next Generation of Digital Color,” as I see metallic dry ink as the next generation, driving big growth.”

– Janet Head



Janet Head
Managing Director
Orchard Print
Services Limited



About Orchard Print Services

Orchard Print Services Limited is a privately held, independent company that provides print, design, marketing services and promotional items to customers ranging from retail walk-ins to single tradesmen and large blue-chip companies. Founded in 1992, the company has 10 employees and is based in Daventry, in the center of the United Kingdom.

www.orchardprintservices.co.uk

The Orchard Print staff, left to right: Melanie Pacey, sales support; Adrian Armishaw, production; Natasha Lee, sales advisor; Lucy Webster, graphic designer; Hannah Powell, graphic designer; Ben Davies, production manager; Janet Head, managing director; and Gillian Rigby, accounts. Not pictured: Sabrina Harris, sales advisor, and Megan Ashwell, studio manager and photographer.



The Orchard Print Team

Summary

THE CHALLENGE

Throughout its 25-year history, Orchard Print Services Limited has succeeded through a strong focus on customer service, helping the firm generate 12% growth in its most recent 12-month period. Orchard management wanted to keep that momentum going. The concern was that the firm’s Xerox® Color 1000 Press was coming to the end of its contract.

THE SOLUTION

Orchard acquired a Xerox® Color 800i Press to replace its Color 1000 Press, better matching its volume requirements and providing a new capability for gold and silver metallic print. As part of the deal, Orchard is working with Xerox-sourced business development consultants who are helping the firm develop and execute a strong marketing plan for growth. Orchard also recently rebranded with a distinctive, digitally produced silver logo, completely refreshing the company’s image and providing a platform for re-launching the business while underscoring their new capabilities.

THE RESULT

- The metallic dry inks have helped Orchard differentiate its services and capture new business opportunities with existing and new customers, including other printers seeking to print high-value metallic applications with lower cost and faster turns.
- Orchard designers and illustrators have created a new line of wedding stationery incorporating the metallic dry inks, increasing wedding stationery orders by a factor of four!
- The Xerox-sourced business development consultants have helped Orchard management develop a plan to grow by about 30% over the next three years through an increased focus on cross-selling, marketing and innovations like metallic dry inks.
- The new Orchard branding employs in-house produced metallic silver, giving the firm a modern look while helping to promote its metallic dry ink capabilities.



Orchard Print is in Daventry, in Northamptonshire, England.



This color swatch page shows some of the shades of metallic gold the Orchard Print design team has developed by mixing metallic dry inks with other colors via overprinting.

Several major motorways converge in Daventry, in central England, where Orchard Print Services is located, making the city an ideal location for sales people and business development managers to live. So it’s not unusual for Orchard customers to need an immediate turnaround for last-minute presentations or marketing materials.



Orchard Print’s production area is behind its retail section.

So when a first-time customer—an executive from a major international fashion retailer—asked for immediate delivery of multiple boxes of photocopy paper at the end of a busy Thursday, Orchard handled it easily. But when the executive’s copy machine broke down the next morning, the request escalated: could Orchard take on the job? He needed 150, 60-page documents produced and delivered to 149 UK stores by 10 a.m. the next day—Saturday.

Managing this type of distribution was not common for Orchard at that time, but after a moment’s consideration, Orchard Managing Director Janet Head agreed to take the challenging job on. “Everyone at Orchard jumped in,” she said, “And the job was produced and dispatched in good time.”

Fourteen years later, the international fashion retailer is one of Orchard’s largest clients, accounting for as much as half of Orchard’s business in some years. They’ve maintained the relationship with excellent customer service and frequent innovation.

Orchard’s latest innovation: a Xerox® Color 800i Press—the only digital press offering metallic gold and silver dry ink. The new press is helping Orchard respond more quickly to its customers’ needs for metallic effects and introducing new applications that are helping launch the company on an aggressive growth path. That path is being charted in conjunction with business development consultants sourced by Xerox as part of the deal for the new press.

“You build a business to survive and thrive,” Janet said. “I see the metallic inks and our business in general growing extensively in the next few years.”

A PRINT DEVOTEE

Janet Head had worked for three printing companies before founding Orchard in 1992, initially working as a broker from her kitchen table. “I love print,” she said. “It’s in my blood.”

Eventually she opened a shop in Daventry Town Centre, which serves as a business center for its surrounding industrial parks and villages. Four years ago, they moved to a new, larger location in the town.

Today, about 75% of Orchard’s work is split between graphic design and print for small, medium and large businesses. In-house print work is produced on the firm’s three Xerox® devices—the Color 800i Press, a Xerox® Color 550 Printer and a monochrome Xerox® D110 Copier/Printer—or a large format printer. Offset work is farmed out to partners.

The other 25% of Orchard’s business is from retail sales for stationery, t-shirts and supplies like ink cartridges. Retail also benefits the print and design business, which has gained many new customers in the same way as the fashion retailer—they walked in and got hooked on Orchard’s high service level.