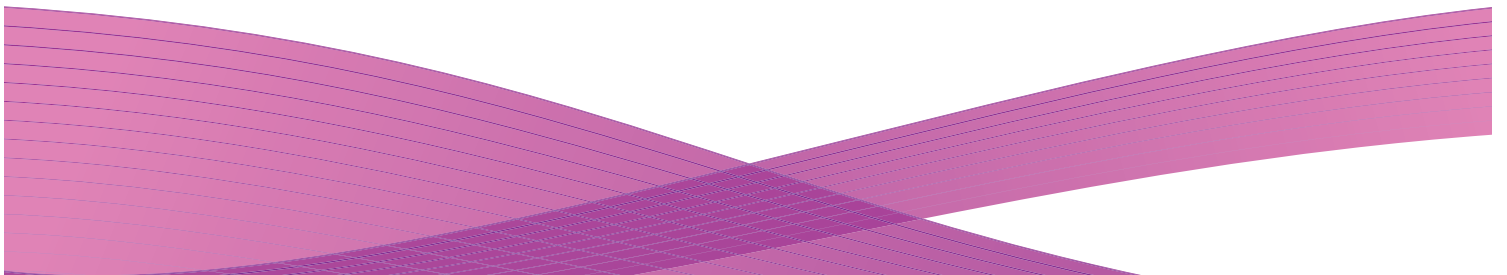
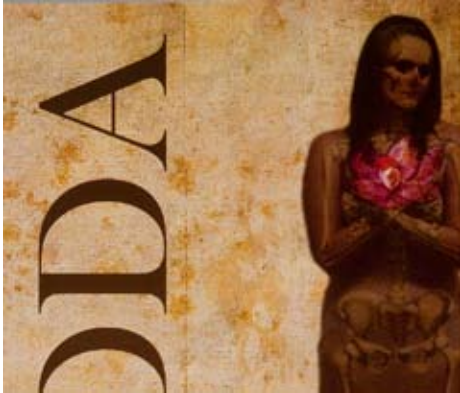


Perennial powerhouse improves on its award-winning magazine.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



EDDA What Lies Beneath 2009, Books

In-Print Graphics, Inc.

This Oak Forest, Illinois, commercial printer handles every step of their clients' projects—from design and preparation to printing and packaging—all while implementing a quality control program that is second to none. Specializing in business cards, brochures, letterheads, envelopes, booklets, newsletters, binders, books and four-color printing, In-Print Graphics stays ahead of the competition with the latest available technology and a highly trained staff.

Their vision: to be recognized as a premier full-service commercial printing company by providing an excellent team, a focused work environment and state-of-the-art technology, all while maintaining strong customer relationships.

On the web:

www.in-printgraphics.com

The challenge

Throughout their home state of Illinois and across the entire country, Homewood-Flossmoor High School is known for producing award-winning literary magazines. Year after year they receive widespread recognition for their work, frequently collecting multiple awards at a national competition held each year. That's what made their seemingly reasonable goal for 2009 so ambitious. They wanted to produce their best book yet.

In-Print Graphics, Inc., was charged with the task of creating Homewood-Flossmoor High School's 2009 masterpiece. Color consistency and reproduction were extremely critical as the book called for full-color printing on a variety of substrates, with reproductions of student and faculty artwork on virtually every page. Adding to the pressure was the increasingly tough competition among schools, a tight time frame and a limited budget.

The solution

What did In-Print Graphics, Inc., do in the face of these challenges? They produced Homewood-Flossmoor's best book ever.

An EFI® print server and Xerox® iGen3® 110 Digital Production Press combined to produce remarkably consistent color throughout, which was especially impressive due to the variety of substrates that made up the final book. They included a cover printed on 100 lb. Classic Linen Cover, and interior pages combining 80 lb. Endurance Velvet Text and 28 lb. UV Ultra II Translucent fly sheets. The Xerox FreeFlow Process Manager® automated workflow, eliminating much of the user intervention and helping keep the job on schedule.

The benefits

The final piece is by far Homewood-Flossmoor High School's best publication to date, with the magazine exceeding their high expectations and already creating buzz over the upcoming National Competition. The initial run of 400 sold out in two days, prompting a rush order request for 100 more.

In-Print Graphics, Inc., has also been able to take advantage of the magazine's success in the form of new business. Since featuring it in their company portfolio, they've already been approached by over a dozen high schools and colleges looking to create similar magazines and books.

