

10 TO THE POWER OF DIGITAL PRINT

We can help you to exploit the powerful medium of digital print. Ranging from low volume print-on-demand to highly targeted direct marketing campaigns, using sophisticated variable data software.

1 Short Runs



During the summer GPS won the contract to produce 300 copies of The Transgeneration Young Peoples Report on behalf of the Commission for Victims and Survivors. GPS digitally produced the 108 page book plus cover on its CP1000 press. The A4 report comprised of both full colour and black and white sections on 120 gsm silk material.

The cover was matt laminated in-house prior to the report being perfect bound on GPS's Duplo DB-280 Perfect Binder.

Fight to Fitness leaflets and posters are examples of typical digital jobs. 500 A5 leaflets and 20 A3 posters were digitally printed in full colour on 220gsm silk and despatched to mainland GB within 24 hours.

2 Express Service



GPS was awarded two jobs at 2pm on Tuesday 22 May. Both jobs needed to be in London for a launch on the Wednesday morning. 100 copies of each of the 60 page books were printed by GPS, perfect bound that afternoon/evening and delivered by taxi to an employee travelling to London the following morning to meet an urgent unforeseen requirement.

3 Print-on-Demand



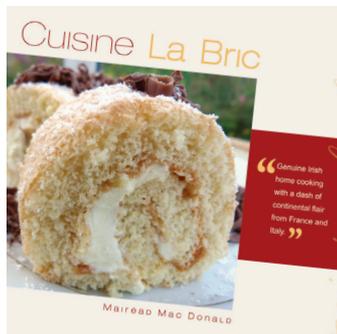
There are infinite permutations and options available to clients when it comes to digital print. GPS regularly prints this little 116 page wiro-bound book plus cover on-demand, approximately 50 copies at a time. To litho print such a small run simply wouldn't be cost effective but digital printing provides a workable solution.

4 ISO Colour Accurate



Digitally printing 100 copies of an A4 print for a client in less than 24 hours is pretty standard. In this case the challenge was colour consistency. The print was to form part of a series of prints that had already been printed litho. The client was concerned the digital version would not be colour consistent with the litho prints. GPS turned the prints round for the client same day, printing on our CP1000 which, like our litho presses, prints to ISO 12647 colour standard. The client's fears were alleviated as the colour was an extremely close match to the litho print job.

5 Niche Markets



In August GPS won a digital order for 80 copies of a bespoke size cookery book from a small publishing house in Dublin who has identified a niche market for novels. The 80 page perfect bound book was printed on 120gsm silk material and has a flap on back cover.

A few days before, GPS printed 150 copies of a 392 page perfect bound book for the same client. The book was printed in black and white on 100gsm offset material. The covers incorporated flaps on both the front and back pages and were printed in full colour on 300gsm silk before being matt laminated.

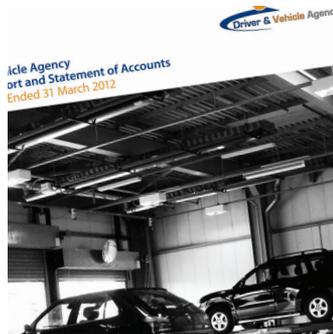
The client was delighted with the response from our digital team in meeting their tight deadline.

6 Personalisation



Amongst the many litho print jobs that GPS produces on behalf of North Down Borough Council, we also print numerous digital jobs. Digital provides a fast and cost effective option for smaller print runs without compromising on quality and also gives added benefits such as personalised items. This 1/3 A4, 4 page invite on 300gsm silk is a good example of the type of digital runs GPS produces on a regular basis for the council. The invite was individually addressed ready for posting. Our digital department's Morgana Auto Creaser and Auto Fold Pro compliments our digital press in helping to provide the perfect finish to the job.

7 Material Options



Print runs for Annual Reports have become shorter and digital print has stepped in to take the place of traditional litho printing. Long gone are the days when digital printing meant being confined to a limited range of materials and finishes. 65 copies of the Driver Vehicle Agency report were produced in a matter of days by GPS on 100% recycled offset material.

Xerox's Print Management section contacted GPS as they heard that we have a digital press and that we could print onto Never Tear paper. Their instruction manuals, that were printed in Arabic, needed to withstand getting wet and oil covered. Never Tear paper provided a fantastic solution to their problem and GPS was able to produce the goods, printing 125 copies of the manuals.

8 Harmony with Litho



Padders Marketing Department wished to implement an impromptu direct mail promotion B2C, to selected customers from their database, offering a 35% discount off their winter footwear, as sales were down and winter stock was high.

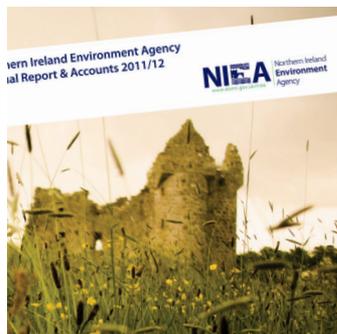
GPS litho printed 35000 copies of an A3 broadsheet in full colour. This was digitally personalised with the customer data before being folded to a finished size of 148x148mm, sealed with a perforated clear disc and mailed 'naked' through the postal system, all within 3 days!

9 Innovation



Innovative job - paper hats for a child's party. GPS worked with the client to develop paper hats - we researched a template online and came up with a solution. Digital print technology made the project feasible as it enabled the client to test ideas as short runs are cost effective.

10 Environmental



Not only is the carbon footprint of a digital press smaller than its litho counterparts but jobs can still be produced as FSC, PEFC or Carbon Neutral and if desired, on recycled material.

GPS is probably the only printing company in Ireland offering a truly environmental digital service.

Alongside all the standard digital items you'd expect, we also specialise in digital books - even those of several hundred pages.