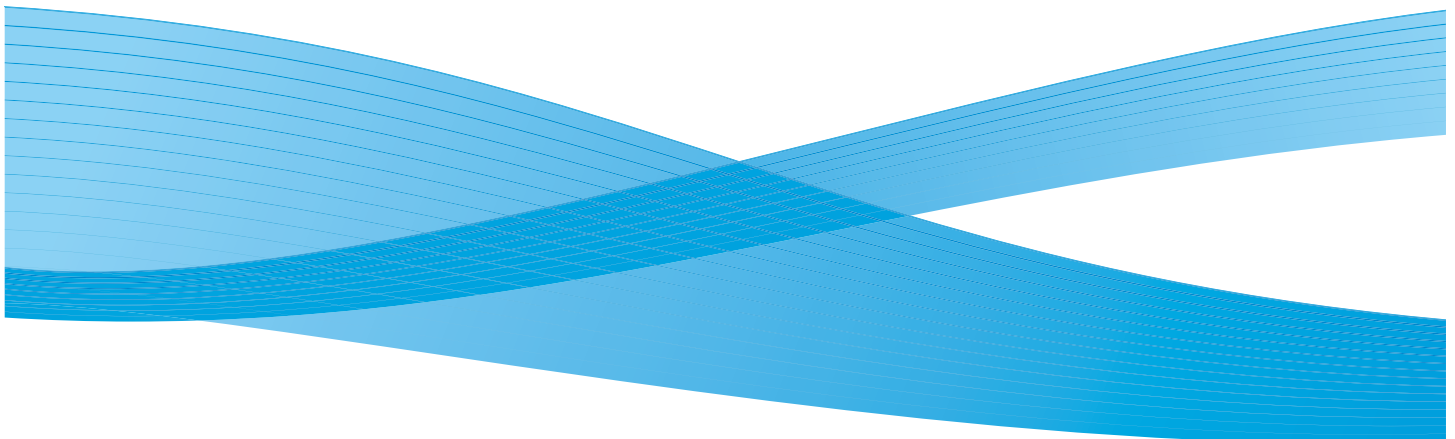
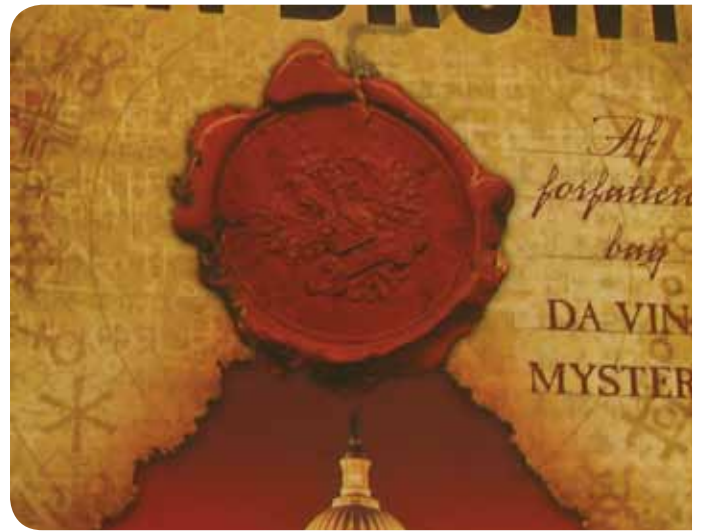
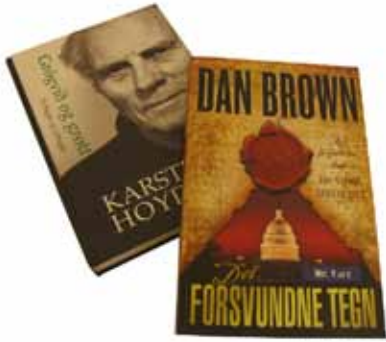


Digital printer breaks into  
book production and banks  
€150,000 per month.



# Best-of-the-Best Contest

## Xerox Premier Partners Global Network



### The Flat Short-Run Book, Books and Manuals Category

#### LaserTryk.dk

LaserTryk.dk, based in Århus, Denmark, offers offset and digital printing capabilities, large format production, and creative design services, making them the most comprehensive print service provider in the country. As one of Denmark's largest printers, they offer economies of scale and now specialise in hardcover and softcover book publishing, as well as variable data capabilities. They have been recognized internationally for their outstanding work, earning the highest rating (AAA) from renowned rating firm Dun & Bradstreet in 2006.

On the web:  
[www.lasertryk.dk](http://www.lasertryk.dk)

#### The challenge

LaserTryk.dk wanted a bigger slice of market share in their region—and that meant offering a production capability that made their company stand out from the sea of offset competition. After visiting Drupa 2008 and meeting with prospective customers, they carefully considered their options and opportunities and chose to add book production to their already long list of high-quality services.

Offset printers, of course, had been producing books in their arena for years. But with the advantages that digital print production could provide, LaserTryk.dk was ready to make their mark on the industry—and tap a stream of entirely new revenue.

#### The solution

A key to making this venture successful was the ability to digitally print books that had the look and feel of traditional offset books. And that's why LaserTryk.dk chose their fleet of Xerox® digital presses: the Xerox® iGen3® 110 Digital Production Press, the Xerox Nuvera® 100 Digital Copier/Printer, and the Xerox® 1300 Continuous Feed Printer. Heidelberg 102-4LX and Heidelberg 102-4 offset presses were also used whenever long run lengths were needed. The Xerox FreeFlow® Process Manager was another key component between their custom-made processing order system and the Xerox® 1300 Continuous Feed Printer. It enabled LaserTryk.dk to prepare automatic workflows for a variety of different output formats, which would not have been possible otherwise. With the help of Lasermax Roll Systems unwinder and cut and stacker solutions, LaserTryk.dk was in prime position to take hold of the book marketplace.

This potent combination of digital technology not only delivered the outstanding quality that customers expected, but it enabled LaserTryk.dk to compete in the area that customers noticed most: price. Unlike their offset rivals which would print, for example, 1,500 copies of one title, LaserTryk.dk could produce 300 copies each of five completely different titles for exactly the same price per book. Publishers were exceptionally happy with this flexibility, as it meant that they no longer needed to overprint copies and tie up their money in warehouse inventory.

#### The benefits

When LaserTryk.dk started out, they had no customers for their new book business. But within a single year, the company now pulls in €150,000 per month with massive growth forecast on the horizon. They are capitalising on the trend of plummeting run lengths due to the surge of e-books, making short-run publications the wave of the future. The addition of the Xerox® 1300 Continuous Feed Printer and new short-run book production has also led to increased colour print volume by approximately 700,000 to 1,000,000 A4 prints per month. The potential is enormous—and LaserTryk.dk plans on being on the crest of this lucrative trend.

