



The Allure of Gold (Dry Ink) Helps Drive New Point's Latest Double-Digit Growth Spurt

New Point Case History



“Our customers looking at getting metallic inks printed usually chose screen printing. However, they are now turning to the digital option since it saves time, and they get the best quality, hassle-free, at the most economic prices.”

– Shreyas Kulkarni, Director
New Point Cards and Printers Pvt. Ltd.



New Point Cards and Printers Director Shreyas Kulkarni, right, speaks with his friend, Sudarshan Bhutada, left, and his mentor, Avinash Kulkarni, center.

About New Point Cards and Printers Pvt. Ltd.

New Point Cards and Printers Pvt. Ltd., based in Pune, India, near Mumbai, is a privately held, second-generation family-run business that provides offset, digital and screen printing mainly to designers and tradesmen. Founded in 1977, the company has 40 employees and generates annual revenues of about 6 crore rupees (about \$960,000).

<http://www.printbutterfly.in>

Summary

THE CHALLENGE

While New Point Cards and Printers is well established as one of the leading printers in Maharashtra, India’s second most populous state, the firm was challenged to meet its customers’ needs for faster turnarounds and shorter runs. The firm also sought to develop new offerings that could help the firm maintain its strong record of growth.

THE SOLUTION

New Point acquired a Xerox® Color 1000i Press, a digital press that provides high-quality printing, while enabling faster turnaround and more economical short runs than traditional presses. The Color 1000i Press also provides a novel capability as the world’s only digital press to print with gold and silver metallic dry inks, presenting New Point with a potential differentiator capable of driving growth.

THE RESULT

- In its first few months of operation, the Color 1000i Press volume has increased every month, to about 5 million prints by the fourth month.
- Driven by new print volumes on the Color 1000i Press, New Point is on track to grow its annual revenues by 20% or more for the seventh straight year.
- The Color 1000i Press is a key enabler for New Point’s future strategy of catering to India’s rural market through Web services for digital printing.



Jitendra Karbhar operates the Xerox® Color 1000i Press at New Point Cards and Printers.



A meeting in the New Point Cards and Printers conference room

Avinash Kulkarni had run his successful family printing business for more than 30 years when he handed it over to his nephew, Shreyas Kulkarni, in 2009. The firm, New Point Cards and Printers Pvt. Ltd., is based in Pune, the second largest city in the prosperous state of Maharashtra, India. At the time, it served both businesses and consumers with screen printing and brokered print services for staple printing products such as office stationery, letterhead, envelopes and business cards.

One of Shreyas' earliest decisions was to clearly demarcate the business and consumer operations by focusing New Point on the business-to-business work and establishing a second firm, Butterfly, to serve consumers. And he decided to bring more production in-house to serve both businesses. So in 2011, he acquired the firm's second offset press and established its first pre- and post-press operations.

The strategy paid off. For the next half dozen years, New Point enjoyed consecutive annual growth of 20% or more.

But the market was changing. New Point customers—mostly designers and tradesmen—wanted their jobs turned around more quickly and in smaller run lengths than could be achieved economically on offset presses. Shreyas wanted to retain that business—and also find new ways to continue the company's strong growth. He put the firm on a path to do both by acquiring the only digital press in the world that prints with metallic dry inks, the Xerox® Color 1000i Press, in December 2016.

ENGINEERING GROWTH

Printing wasn't Shreyas' first choice of careers. He has a bachelor's degree in computer engineering from University of Pune and worked in the field for three years before deciding to join the family firm.

His software engineering background has proven to be valuable in the business. For example, his team has developed its own cloud-based architecture for customers to track their jobs. "It helps us enhance the customer experience," Shreyas said.

Such software tools help keep the firm on task while managing work for more than 10,000 clients per month. About 60% of the shop's print volume is for business cards. The rest is split between general commercial printing of materials like brochures, catalogs and books, and production of fine stationery. These products are supported by a vast inventory of more than 100 types of papers.

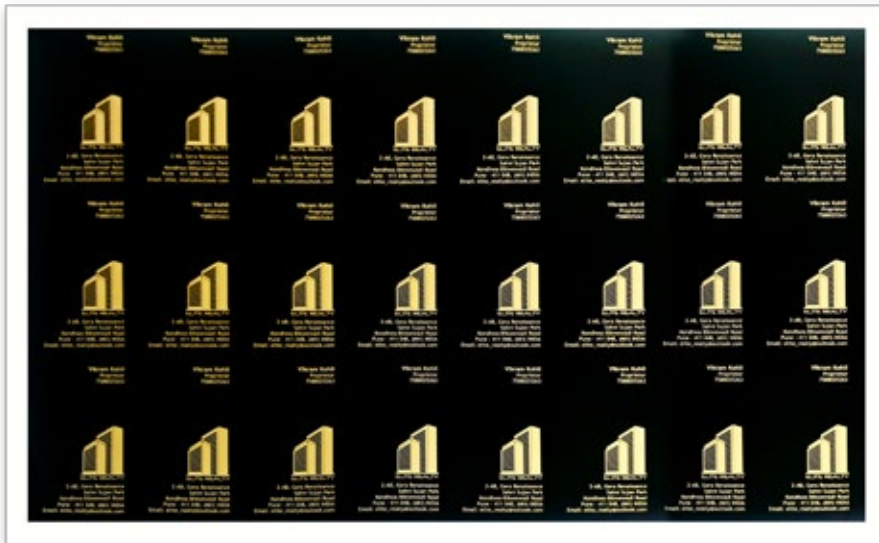
Efficiencies also are gained by smartly ganging press jobs to save time and money, while cutting down on waste. It's an especially effective approach for New Point's application mix and today, New Point is considered one of the top three gang printers in Maharashtra.



The front desk at New Point Cards and Printers

One capability was missing from the shop, however. "The whole market has shifted to the use of both offset and digital printing," Shreyas said. "If you don't have machines in both domains, you are missing some of your customers' big requirements."

So Shreyas initiated a search for a press that could meet the short-run, fast-turnaround requirements of his customers while maintaining the firm's reputation for top quality at the lowest price. He also hoped to find a press that could bring "a little something extra", presenting opportunities to expand his application offerings.



A sheet of ganged business cards printed with metallic gold dry ink

GOING FOR THE GOLD (INK)

Shreyas considered digital presses from several manufacturers, but for multiple reasons, he chose the Xerox® Color 1000i with an EFI™ Fiery® controller. “Here in India, Xerox is highly regarded as the pioneer in the industry, so there is no second thought about going for Xerox rather than its competitors,” he explained. “And as for choosing the 1000i, there were two reasons. First is the specialty inks—the gold, silver and transparent (clear). And second is the image quality, which cannot be matched by any other digital machine.”

The Xerox® Color 1000i’s metallic gold and silver dry inks enable print-on-demand turnaround for metallic effects, saving days and weeks as compared to New Point’s alternative—screen printing. Production also is less costly, and New Point is able to pass savings along to customers.

Metallic gold has proven to be particularly popular, Shreyas noted. In India, gold has traditionally been held in high regard—playing key roles in religious ceremonies, serving as a common gift at weddings and special occasions and maintaining its position as a status symbol and safe

investment for millennia. About 5% of New Point customers currently use the metallic inks for applications like certificates, wedding cards, greeting cards, invitations and book covers, and Shreyas expects that will grow to about 25%.

One reason for his optimism: several promotional efforts are driving demand. These have included events New Point has staged for customers and prospects, and the development of print sample books featuring many gold, silver and transparent (clear) dry ink samples, which New Point marketing executives use on sales calls. “Since we started showing the samples, we have been getting innovative ideas from our customers for using the specialty inks,” Shreyas said.

Production levels on the Color 1000i also have surpassed expectations. After just three months, New Point’s monthly volumes were greater than the 10,000–30,000 sheets that is the average of digital printers in Pune. The company’s goal is to reach 3 million to 5 million sheets within the first 24 months. Much of the work is new, for shorter runs and faster turns than New Point could provide previously. “I do not see that digital is taking any share of offset,” Shreyas said. “I see that it’s developing its own domain.”

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



The New Point Cards and Printers sample album features examples of metallic gold and silver.

Xerox support has also played a role in the success of the digital press, Shreyas said.

“Xerox and the team have been particularly helpful to us in training our employees in getting the best print results on various different papers, which is adding to the satisfaction of our customers and growing business organically.”

A DIGITAL FUTURE

With the Color 1000i Press, New Point is once again on track to grow its annual revenue by 20% or more—for the seventh straight year. It could also play a role in New Point’s future strategy of capturing India’s rural print market through Web services for digital printing.

“In the digital domain, we consider this press as a stepping stone moving toward building much higher volumes and perhaps acquiring the highest end Xerox® iGen® Press,” Shreyas said. “We want to convert the mass market into our niche, high-quality market.”

For New Point, it’s a golden opportunity.