Case Study | Blue Star Group - Victoria

Cutting-Edge Clarity
Advancements in Printing Precision Bring Design into Focus

Blue Star Group - Victoria (Australia)
1st Place, Leaflets & Flyers Category
Australian Unity

The Challenge
The Australian Unity print project brought print communication company Blue Star Group face-to-face with a popular challenge in print production—printing white text crisply against a rich, deeply coloured background. Often, due to improper alignment, handling, or insufficient ink drying time, results are blurred or misregistered. The success rate is so low that this technique is discouraged even as early as the design stage.

The Solution/Benefits
But printing breakthrough Xerox iGen® 150 Press changes all that. Its 2400 x 2400 dpi enables more data per inch to achieve new line screens for an almost-offset quality. Remarkable image clarity was produced by the Xerox iGen® 150 Press’ extremely precise print registration and Xerox’s revolutionary Matte Dry Ink that, as the name suggests, prints dry and requires no setting time. Even the small print quantity—only 100 booklets to minimise wastage, impossible for offset—proved no issue. The project was a success on every level. A high level of reproduction was achieved for very strong black areas with reversed type, offline spot gloss UV was perfectly registered; production resulted in reduced time, cost, and zero wastage. With the Xerox iGen® 150 Press, Blue Star Group placed its Australian Unity project fully in the clear.

Company Profile
As one of Australia’s leading print communication companies, Blue Star Group - Victoria features an impressive range of communication options and know-how. Print and electronic media create smart, tailored communication solutions for businesses, saving time and improving returns on investment.

www.bluestargroup.com.au