



IN-PLANT PRINTING AND MAILING ASSOCIATION

# INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

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## Russians Tour University of Nevada, Las Vegas In-Plant



Pictured: Chris Valmore from UNLV, explains to Russian visitors how the iGen's variable data capabilities are used to produce customized publications.

The University of Nevada, Las Vegas (UNLV) was honored this spring to host a delegation of Russian university rectors (presidents/chancellors) and their printing directors, who toured Reprographics/Design Services to learn more about the iGen and its variable data capabilities. “The Reprographics/Design Services staff also learned a lot about the highly sophisticated offset operations at the major universities in St. Petersburg,” shares Donna McAleer, Interim Director at UNLV.

Generally speaking, from a European perspective, university and government

in-plants tend to incorporate both digital and offset solutions, with a tendency currently favoring offset, explains Ed Danielczyk, World-Wide Public Sector Industry Marketing Manager for Xerox, who arranged the Russian visits to in-plants at the University of Nevada, Las Vegas, Colgate University and Yale University.



UNLV and Xerox staffers with Russian visitors

Despite this current imbalance, digital production printing solutions are well engrained throughout Europe, he says, and just like in the USA, document run lengths are decreasing, which fits very well with the value proposition offered by digital production printing solutions. Similarly, decreasing run length trends are occurring throughout Asia although the favorable abundance of labor and attractive labor rates in this area have slowed the adoption of digital production printing solutions as compared to Europe and the USA.

Based on his many interactions with in-plant customers across the globe, Danielczyk indicates the value of digital production printing solutions is rapidly being embraced causing a transformation to a true hybrid workflow that seeks to exploit the power and efficiencies of both offset and digital solutions depending on the application mix and run length requirements.