

CASE STUDY: HIGH COTTON

The Super Web Digital WEBJet™ 200D powered by Memjet enabled High Cotton USA to evolve into a white paper shop with full variable color capabilities at an acquisition price that was half the cost of competing products.

"We looked at all the competing inkjet technology and the price point of the Super Web hit just the right spot for a company our size."

Tommy McGahey
CEO, High Cotton USA



CASE STUDY:

COMPANY: High Cotton USA

INDUSTRY: Direct Mail

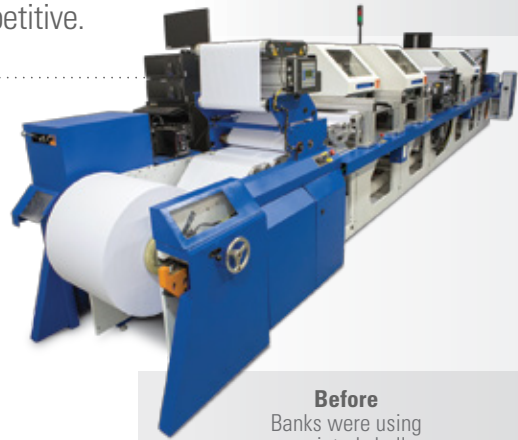
LOCATION: Birmingham, AL & Dallas, TX

THE SITUATION

High Cotton needed to transition from preprinted shells to a white paper shop in order to remain competitive. Their business was split geographically into two facilities that were run independently, but the monthly volumes were split across both locations. Their current toner based legacy equipment was showing its age, and the cost for printing color was not competitive.

THE WEBJET SOLUTION

High Cotton was able to install two Super Web Digital WEBJet™ 200D commercial presses, one for each location, for the price of one competing press. The 200D met their productivity and cost requirements and enabled High Cotton to affordably integrate the finishing requirements needed to evolve their business solution.



RESULTS

- » High Cotton is now a white paper shop offering their clients more flexibility in designing color statements instead of preprinted shells.
- » Variable color capabilities enable High Cotton to print insert messages in color, turning natural documents into engaging marketing pieces.
- » Now in the color world, High Cotton competes in verticals they couldn't participate in before.
- » Leveraging variable color, High Cotton's banking, medical and utilities customers can design their statements according to how their customers expect to see their bills.
- » The WEBJet™ 200D has increased the productivity of both shops, allowing them to exceed their SLA and add new clients.

RETURN ON INVESTMENT

High Cotton is realizing a cost savings per image that is 75% more inexpensive vs. their previous EP technology.

Before

Banks were using preprinted shells.

After WEBJet™ 200D

High Cotton provides customized statements with targeted inserts, cross-selling specific banking services based on customer needs.

Before

Printed a majority of their work in monochrome using toner based equipment on preprinted shells.

After WEBJet™ 200D

The majority of their work has shifted to variable color jobs on white paper.

Before

Many of the finishing processes were independent, took up a tremendous amount of space and required a lot of separate maintenance.

After WEBJet™ 200D

Finishing is integrated into the press and as a result has a smaller footprint and is more cost-effective.

How will the WEBJet™ 200D change the way you work?
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