

Professional, Low Cost Catalogues Printing Moves In-house

Climax Portable Machining and Welding

On-demand print solution
gives customers product
information targeted to their
needs while optimising savings
and eliminating waste.



Proving its value.

The Xerox® ColorQube® 9300 series gave Climax Portable Machining & Welding a smart and simple solution for managing its print costs and inventory – and supporting its major distributors.

The Company's Existing Environment

With its worldwide headquarters in Newberg, Oregon USA, Climax Portable Machining & Welding Systems provides innovative on-site machining and welding solutions for a broad base of worldwide industrial customers with special emphasis on power generation, shipbuilding, mining, construction and service companies responsible for maintaining the world's infrastructure.

The Challenge

In recent years, Climax Portable Machining & Welding Systems has enjoyed rapid growth, adding multiple distributors to its worldwide network. To support them, Climax has routinely created a high-end, glossy kit that presents the company's growing portfolio of products and services. The company needed a printing solution that would allow it to update individual catalogue pages without having to reprint the entire document. Since the company's business has grown internationally it also wanted to be able to print its new catalogue in nine different languages.

The Solution

Climax knew it had a tool that could immediately solve the problem – the Xerox® ColorQube 9300 series multifunction system. Working with Xerox, they found they could redesign their distributor kit into a modular format with a standard outside glossy folder. Inside pages, that included product updates, could then be seamlessly printed in multiple languages on the ColorQube 9300 series and inserted into the folders as needed.

The Results

Climax shared its idea with its distributors who applauded the solution. They appreciated the flexibility of customising kits spontaneously while maintaining a high-end look and feel. They also welcomed a significant reduction in waste since kits could be made to order with fewer left over. As a company, Climax benefited as well, discovering in the process that the ColorQube 9300 series truly provided them with a reliable, environmentally friendly device to handle large and complicated jobs cost effectively – and grow their business.

“Our ColorQube 9300 series produces very high-quality colour product data sheets and manuals while providing us the flexibility of making certain that our catalogues remain up-to-date on a daily basis. It has also allowed us to realise substantial savings since we now print our catalogues and technical manuals on demand, avoiding having to discard printed documents due to storage damage and/or obsolescence. We are also saving money by using substantially less paper and becoming a more environmentally friendly company.”

Andy Becker
Vice President of Marketing
Climax Portable Machining
& Welding Systems



The Bottom Line

High quality, less cost – The quality of Climax's colour product datasheets printed with the ColorQube compared favourably with the print quality of an outside printer at substantially less cost.

Increased flexibility – Climax could print its catalogue in nine different languages, an option that would have been cost-prohibitive had the company stayed with its former catalogue model.

Significant savings – The company saved, on average, \$1.50 per catalogue when printed on ColorQube versus using an outside printer. With approximately 5000 catalogues produced per year, the annual saving was \$7,500.

Less waste – On-demand catalogue printing with the ColorQube helped the company eliminate wasted paper and storage space while freeing up valuable product production capability.

