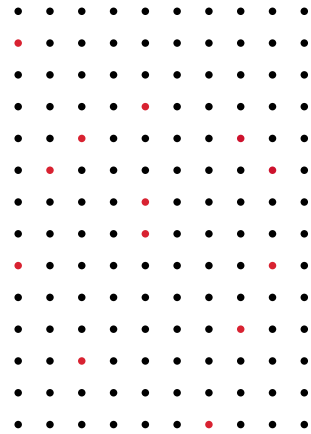


# Building Success Together for Over 30 Years

Rapid Press evolves into a powerhouse print provider with the Xerox® Iridesse® Production Press.

“From corporate giants to boutique clients to printers, at Rapid Press, we deliver consistent, high-quality printing with innovative Specialty Dry Inks, making us a trusted partner in the industry.”

– Bill Fishman, Co-owner, Rapid Press



**xerox™**  
We make work, work.

## ABOUT THE CLIENT

Rapid Press, established in 1979, has evolved from a small, family-owned print shop into a reputable powerhouse print provider with a mighty team of six people serving designers, local businesses, major brands, and corporate clients across Stamford and Norwalk, Connecticut and the New York metropolitan area.

## CASE STUDY SNAPSHOT



### The Challenge

- **Client attraction and retention.**  
Production bottlenecks and downtime with previous equipment led to delays, affecting client satisfaction.
- **Frequent repairs and interruptions.**  
The machine caused significant productivity challenges, impacting critical deadlines.
- **Limited equipment capabilities.**  
Rapid Press was unable to support diverse media finishes and specialty inks needed to meet high-quality market standards.
- **Achieving color consistency for reprints.**  
Previous machines persistently fell short of delivering the offset-quality results that clients demanded for premium projects.



### The Solution

- **Print reliability and quality control.**  
The Xerox® Iridesse® Production Press offers automated color and registration controls to maintain high-quality standards.
- **Specialty Dry Inks (SDI) of the Iridesse Press.** Gold, Silver, White, and Clear Dry Inks enable Rapid Press to expand its creative print capabilities, appealing to both corporate and creative clients.
- **Collaboration with luxury brands.**  
The Gold ink produces a brilliant, premium finish that aligns with the expectations of high-end clientele.



### The Results

- **Improved operational reliability.**  
Reduced downtime and swift maintenance minimized backlogs.
- **Enhanced quality and consistency.**  
Offset-like results and accurate color boosted client satisfaction.
- **Diversification of client base.**  
Specialty inks attracted diverse clients and partnerships.
- **Specialty inks as a differentiator.**  
An affordable alternative to foil stamping drew high-end custom jobs.
- **Positive industry perception.**  
Marketing positioned Rapid Press as an innovative leader.

Hilary Huaman added, “Our goal was to achieve offset-quality results, and the Iridesse’s 10-bit color capabilities delivered exactly what we needed. This advanced technology allows us to produce stunning, high-definition prints that meet the highest standards—empowering us to exceed client expectations with every project. The Xerox Iridesse Press is the heart of our business.”

## THE SOLUTION

### Rapid Press boosts creativity with Iridesse specialty inks.

To address these issues, Rapid Press invested in the Xerox® Iridesse® Production Press, equipped with Specialty Dry Inks (SDIs) that include Gold, Silver, White, and Clear. By taking full advantage of the Iridesse Press’s built-in automated features, they achieved color consistency and registration. The investment not only enhanced reliability but also opened up new possibilities for creative, high-quality printing that meets the demands of both corporate and creative clients.

Rapid Press has also marketed this capability to other printing businesses, broadening its client base and introducing designers to the creative potential of the Xerox® Iridesse® Production Press Specialty Inks, which offer an affordable alternative to traditional foil stamping.

Bill Fishman stated, “We collaborate with several high-end luxury brands and other local printers to elevate their print designs, and our use of gold toner creates a truly striking, premium effect that these brands crave. Unlike traditional four-color methods, gold toner delivers an unmatched level of brilliance and sophistication, capturing attention instantly and enhancing the luxury appeal they seek.”

“The Xerox Iridesse Press, in an 8-hour shift, can easily work on a dozen different jobs, on a dozen different media with a dozen different requirements and perform flawlessly.”  
– Hilary Huaman, Co-owner, Rapid Press

Co-owners Bill Fishman, with a background in Mechanical Engineering, and Hilary Huaman, a trained biologist, bring a unique blend of expertise to their business, Rapid Press.

Located in Stamford, Rapid Press operates a storefront but generates most of its revenue from larger corporate accounts. The company also caters to smaller clients through pickup, delivery, and electronic interactions. The company primarily revolves around a single, reliable, six-color Xerox® Iridesse® Production Press, which has been essential for maintaining high-quality and versatile printing options over the past several years. Their key applications include booklets, brochures (either of which can feature full bleed and/or heavy coverage), business cards, and NCR forms, among other products.

## THE CHALLENGE

### Solving Downtime, Quality, and Client Retention with Iridesse Press.

Before deploying the Xerox® Iridesse® Production Press, Rapid Press faced several notable challenges. Their primary issues were attracting and retaining clients while managing production bottlenecks and frequent downtime. Repairs to their previous machine often resulted in considerable delays, negatively impacting both productivity and client satisfaction. Additionally, the limited capabilities of their former equipment restricted their ability to offer alternative media finishes and specialty inks, making it difficult to compete in a market that demanded high-quality standards. Reliable color consistency for client reprints was another critical need that their previous machines could not adequately meet.

## THE RESULTS

### Enhancing reliability, quality, and client engagement with the Iridesse Press.

**Improved operational reliability and flexibility:** The Xerox® Iridesse® Production Press enabled Rapid Press to eliminate production backlogs, even when operating with a single machine. This efficiency was achieved through the press’s notably reduced downtime and its rapid recovery during maintenance, ensuring uninterrupted workflow and timely delivery.

### Enhanced print quality and consistency:

The four-color process printing on the Iridesse Press significantly surpassed the quality of previous equipment, delivering high-quality results comparable to offset printing. This reliability in color accuracy led to greater client satisfaction, particularly for repeat orders that required consistent replication of prior outputs.

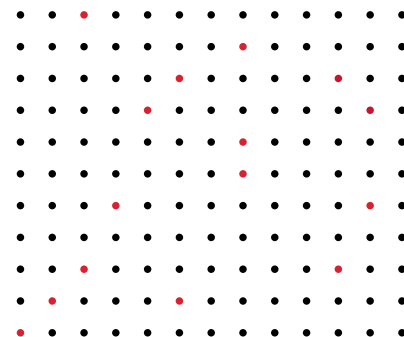
**Diversification of client base:** Rapid Press successfully expanded from a few large clients to a broader base of smaller clients, making the business more stable. This strategic shift has also seen other print shops embracing Rapid Press’s specialty ink options for their unique, visually striking projects.

### Specialty inks as a differentiator:

The introduction of Specialty Dry Inks (SDIs) like Gold, Silver, White, and Clear helped Rapid Press attract clients seeking high-end custom prints, such as metallic designs. This capability became a defining selling point, setting them apart from local competitors.

### Positive industry perception and client engagement:

Through seminars and marketing efforts, Rapid Press positioned itself as a high-quality, innovative print provider. These initiatives improved its reputation, especially among designers, and encouraged creative use of its specialty inks.



For more information on how the Xerox® Iridesse® Production Press can help your business, visit [xerox.com/iridesse](https://xerox.com/iridesse)