

ENHANCE YOUR BRAND

90%

90% of consumers say the quality of printed materials is an indication of the quality of service a business provides

80%

80% of small business owners say professional printing helps them stand out from the competition

56%

56% of consumers find print marketing to be the most trustworthy type of marketing

79%

79% of consumers say they are only likely to engage with an offer if it has been personalized to them

50%

Personalization reduces acquisition costs as much as 50%, lifts revenues by 5-15%, and increases the efficiency of marketing spend by 10-30%

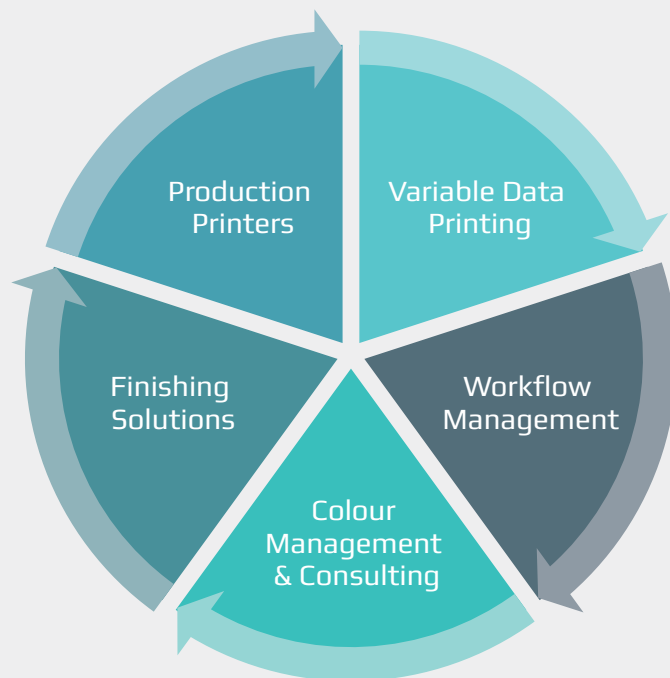
80%

Color improves brand recognition by up to 80%

In a world where customers have infinite choices, it's important to stand out from the competition. The quality of printed documents and marketing campaigns can have a direct impact on how customers and potential customers perceive the quality of your company's products and services .

Take your business further, faster with our scalable portfolio of production printers, print services, and digital marketing solutions — all meticulously engineered to meet your most important creative, technical and enterprise print needs.

At West X, we provide advanced digital printing technology and services that enable the right printing applications to grow your business and boost your profits.



THE BENEFITS



Capture New Business



Increase Brand Awareness



Gain Competitive Advantage



Reduce Costs



Increase Efficiency



Streamline Operations

OUR METHODOLOGY



Implementing the right digital marketing & production printing solution requires expertise. Our graphic communications specialists work closely with clients to ensure the right mix of hardware, software, and services are in place to meet business goals.

We start with an assessment of your current printing & marketing environment. This initial assessment will help establish a baseline and identify areas to improve marketing communications & incorporate the right technology into your production printing environment.

After an initial assessment, we help our clients evolve their print room into a central communication center that allows in-house teams to produce impactful marketing communications, maintain complete control of printing projects, and gain valuable flexibility.

	Graphic Communications Assessment
Outsourced Document Analysis	✓
Identification of Key Applications	✓
Current State Workflow Mapping	✓
On-Site Discovery Interviews	✓
Marketing & Communications Evaluation	✓

OUR PARTNERSHIP WITH XEROX

Through our partnership with Xerox, we offer the broadest portfolio of cut-sheet digital presses and production printers on the market. Sheet-fed production printers are perfect for graphic communications and commercial high-speed, high-volume printing applications, including publishing, transaction printing, direct print, print-on-demand, short runs, packaging, photo publishing and marketing collateral.

Xerox technology may be one of the smartest investments you'll make for your business. Contact us today!

