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# realbusiness

The Xerox magazine for real business results

**Growing Your  
Business—  
Flat books  
mean rising  
sales for  
Danish printer**

Esben Mols Kabell, LaserTryk

**Producing More Jobs—  
Stevens Printing Doubles Digital Revenue**

# Flat books mean rising sales

Esben Mols Kabell  
Chief Executive Officer  
and President  
LaserTryk



Growing business with short-run books makes for a great story, and Danish print provider LaserTryk rewrote the rules to expand into this segment and handle digital book manufacturing for 15 of Denmark's top 20 book publishers.

**“The book publishers look at a digital book and say “does it lay flat?” explains Esben Mols Kabell, chief executive officer and president of LaserTryk.** “Does it look like a real book?” With the help of Xerox continuous feed printers, his books do lay flat. And he's meeting his primary goal of growing his business and turning LaserTryk into an international printing powerhouse.

Founded in 2000 by a pair of discotheque-promoting partners, LaserTryk began with the purchase of a single color copier. The investment was driven by a need to more cost effectively produce posters and flyers. To fill extra capacity on the printer, they began sending mailers to other clubs offering printing services. From there demand took off, leading them to upgrade their copier and target other small- and medium-sized businesses outside of the club scene.

Growth has been a defining characteristic of LaserTryk ever since. With 70 employees, a dozen printing devices—including wide format printers, offset presses and four Xerox® digital presses—and a range of finishing equipment, the company has quickly evolved from a small-time poster printer into a major player in not only Denmark's printing industry, but the region's as well.

## Leveraging new technology for big-time growth

LaserTryk has always had a knack for finding success by turning conventional printing-industry wisdom on its ear. While many experts advise digital print providers to develop marketing services for more profitable growth, LaserTryk offers no marketing services, has never employed a sales force—and has achieved double-digit annual growth even in the economic downturn.

This unorthodox path to business growth continued when the LaserTryk leadership team headed to drupa in search of any opportunities that would supplement and align with their existing offerings. It wasn't long before a particular piece of technology caught their eye.

“We saw this new source of technology called a CF1300, which was developed for transactional printing, but we saw an opportunity in book printing,” explains Kabell. “It uses a UV flash toner, which means that only the toner is subjected to the heat, not the paper. This is essential in creating a nice flat book.”

Recognizing an opportunity, Kabell called on Denmark's major publishers with book samples and a plan to lower their costs. “I told the publishers to think of an alternate way of managing their stock,” he said. “When they run out of a title, they should see what else is low. If they order multiple titles using the same paper and format, I can give them a lower price.”

Lasertryk has dubbed this innovative approach to short run book printing “series production.” Most of the publishers they approached signed on, and it has proven to be yet another solid move for their growing business.

The success of series production relies on maximum efficiency. A highly automated workflow now drives cost efficiencies. And job files are only checked once to ensure the file matches the order and are not touched again until book blocks are loaded for hardcover or softcover binding. Critical automation is delivered by Xerox® FreeFlow Process Manager®, which automates pre-press functions and delivers print-ready files to the right print queues. Lasermax Roll Systems unwinder and cut-and-stacker solutions automate much post-processing. Color covers are printed on offset presses or one of the firm's two Xerox® iGen3® 110 Digital Production Presses.

LaserTryk soon found its sweet spot. “At fewer than 200 copies, sheet-fed competes,” Kabell said. “At more than 800, offset competes. But between 200 and 800, no one competes—not in Eastern Europe, not in China. No one.”

## With publishers happy, business continues to grow

Books can be ordered easily on LaserTryk's Web site, but Kabell also offers personal support. His customers are thrilled. One even brought champagne and chocolates after the first few runs. “She said we basically saved her business, because our solution gave her pricing that allowed her to make a profit from small sales volumes,” Kabell said.

Larger publishers have also benefited. Danish law requires that publishers must keep all titles by contracted authors available, a task made much more practical with LaserTryk's series production, limiting costly warehouse storage.



LaserTryk Book Production Manager **Lasse Mortensen** displays books produced on the Xerox® 1300® Continuous Feed Printer at LaserTryk.

The short run business model has also been great for LaserTryk because it has given them greater freedom to focus on growth. In fact, LaserTryk has already expanded the book business into Norway and Sweden, and has plans to enter Finland, Great Britain and Germany. Even growth in electronic books bode well for the business, Kabell said. “In Denmark, the average run length is 1,200 copies. Sell more electronic books and the lower number of printed books will move publishers into our business. We started on the notion that the number of copies of printed books is going down. That's my gamble.”

So far, the gamble is paying off—and LaserTryk continues to grow.