

## Premier Partners Program

The Premier Partners Program is a digital print provider membership program introduced in the United States and Europe in 2000, followed by the Asia-Pacific region in 2004. The program offers them from around the world with opportunities to collaborate and supports the development of its members' businesses.

The program timely disseminates the latest valuable information while providing forums for its members to

share knowledge in their areas of expertise. To date, the program has successfully supported growth of members' businesses such as creating partnerships for their global provision of digital print services. Today the program networks more than 500 members worldwide, including many of the printing world's leading companies. Here, we introduce digitalLOGIC Australia, a Premier Partners Program member.

### DigitalLOGIC (case study) Achieving unprecedented results

With a business philosophy that 'all communication should be absolutely relevant', digitalLOGIC is one of Australia's fastest growing and most innovative communication providers.

Born from a desire four years ago to provide exceptional service and deliver innovative solutions, this Melbourne-based company develops industry-leading direct marketing campaigns that have resulted in unmatched returns on investments for a number of blue chip clients.

Directors, Paul McGarity and Chris Proc combine 47 years of experience in Print and Graphic Pre-Press Production, and with a team of nineteen digitalLOGIC provides communication and print services to clients in the Finance, Automotive, Retail and Telecommunications industries.

The company's reputation has been boosted by its ability to successfully develop and implement fully integrated direct marketing, cross-media communications programs by using Fuji Xerox solutions, including a DocuColor iGen3 digital production press and XMPie personalisation software.

With a vision of communicating more effectively to an audience of one, Paul and Chris required the services of a supplier with similar objectives and ambitions.

Fuji Xerox was the company who best met the criteria as a provider of leading-edge print and workflow solutions and in 2002 the company made its first investment in a DocuColor 1250. The company grew rapidly and a year ago, invested in an iGen3 digital production press.



Mr. Paul McGarity (left) and Mr. Chris Proc (right), directors of digitalLOGIC Inc.



digitalLOGIC main office

"Our strength lies in our ability to test direct marketing cross media campaigns against our customers' controlled traditional forms of direct marketing channels," says McGarity. The result? A conservative, yet impressive measurable result of 400% increase in response rates across all cross-media campaigns."

McGarity concludes: "The growth to the iGen3 has allowed us to manufacture at a commercial level of production and quality while the brilliance of XMPie has helped us to offer more channels of communication using direct and digital marketing mediums."

According to digitalLOGIC Fuji Xerox is a company that has become a strong partner for business consultation. "Fuji Xerox supports us on all levels including technical and software training through to sales training and market awareness and development."