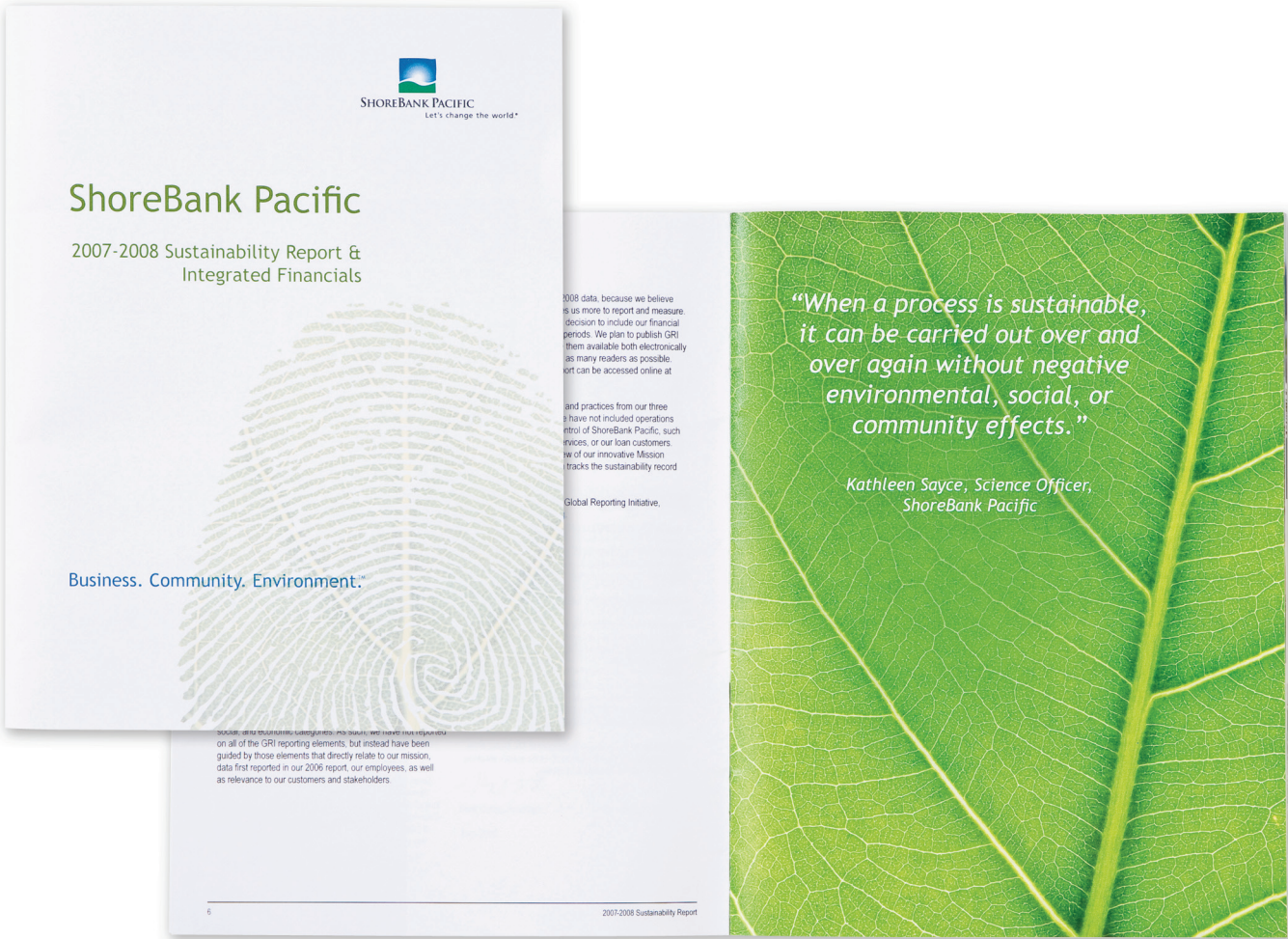


# Affordable meets sustainable in the ShoreBank Annual Report.



# Stevens Printing, Inc.

## Case Study



### ShoreBank Pacific Annual Report

#### Stevens Printing, Inc.

Founded in 1977, this Portland-based commercial printer is owned and operated by twin brothers Rich and Dave Stevens. An FSC® (Forest Stewardship Council) certified company, their business is as much about sustainability as it is about providing high-quality printing and unmatched customer service.

Stevens prides itself on using the latest technology to deliver value to their clients through automation, web to print and variable data printing. In addition to five offset presses, Stevens uses a Xerox iGen3® 90 Digital Production Press, Xerox FreeFlow Process Manager®, FreeFlow® Web Services 7.0 and XMPie® software to serve their wide range of customers.

To view the Stevens Printing, Inc., portfolio and learn more about what they're doing to go green, visit them on the web at

[www.stevensprinting.biz](http://www.stevensprinting.biz)

#### The challenge

ShoreBank Pacific, like many other companies today, puts a strong emphasis on environmental responsibility. So when it came time for the Washington-based bank to distribute its annual report, it was imperative that the piece be printed as sustainably as possible. They decided to skip the mass mailing and save paper by making the report available to their customers online. While an excellent example of green decision making, it also came with a catch. Since they still wanted to produce printed reports for their board members, they were left with an extremely short-run, low-page application. An expensive proposition when printed offset.

ShoreBank Pacific turned to Portland-based Stevens Printing, Inc., for a solution. Their challenge was to keep the cost of the short-run job affordable while maintaining the high level of quality their client expected. Adding to concerns were the piece's heavy color coverage and maintaining high image quality when using the client's preferred, 100 percent recycled stock.

#### The solution

The cost of producing such a short run of annual reports made it immediately clear that offset printing was not a viable option—this was a job for digital. Using the Xerox® iGen3® Digital Production Press and Xerox FreeFlow Process Manager®, Stevens Printing, Inc., was able to keep the costs down and quality high. Any questions about the ability of the Xerox iGen3® to print on the Neenah Environment PC100 stock were emphatically answered by the quality of the final piece.

Not to be lost in the lofty budgetary and aesthetic expectations were ShoreBank Pacific's ambitious sustainability goals. In addition to the paper-saving impact of the short run length and 100 percent recycled paper, producing the piece on the Xerox iGen3® also offered substantial environmental benefits. More than 80 percent (by weight) of the waste generated by the Xerox iGen3®, including consumables, packaging and parts, can be reused, returned or recycled. And the design of the press keeps emissions at the levels achieved by smaller Xerox office products—well below regulatory standards.

#### The benefits

ShoreBank Pacific was pleased with the ability of Stevens Printing, Inc., to affordably and sustainably produce a high-quality report in an extremely short run length. Recipients were equally impressed with the green impact of the piece and amazed that it was printed digitally.

The success of the project has led to repeat business and increased print volumes for Stevens Printing, Inc. ShoreBank Pacific was so pleased with the results that they've not only decided to continue to bring their annual report to Stevens Printing, Inc. each year, but have entrusted the printer to produce all their print work moving forward.

