



## News from Xerox

For Immediate Release

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### **The HF Group Drives Book Production Growth with Xerox iGen3 Digital Production Press**

NORTH MANCHESTER, Ind. and ROCHESTER, N.Y., March 20, 2009 – Arming itself with the right technology to grow its on-demand book production business, The HF Group has installed the Xerox iGen3<sup>®</sup> Digital Production Press with Automated Color Quality Suite Press Matching System. A national book binding and information services company, The HF Group selected the press to help expand and enhance its on-demand printing and binding business by a projected 40 percent.

“Our goal is to continue capturing and growing our share of the on-demand book publishing business – even in these challenging economic times,” said Jim Heckman, vice president, The HF Group. “Our commitment is to provide the best image quality possible and the iGen3 press allows us to meet that high standard.”

The iGen3 press with FreeFlow<sup>®</sup> Print Server and Automated Color Quality Suite automates the traditionally manual task of color matching and enables faster press set up, quicker time to production and greater color stability. It allows The HF Group to increase efficiency and keep pace with growing demand for short-run book printing from small publishers, self-publishers and educational institutions.

The HF Group is also using the iGen3 press to produce theses and dissertations for universities and students; they hold a steady market share in this unique book production niche. Book orders are seamlessly captured online with Xerox’s FreeFlow Web Services, powered by Press-sense, and then directed to the FreeFlow Print Server for processing. The iGen3 press meets the strict production standards and precise specifications required for the printing and binding of theses and dissertations.

On-demand book production is the fastest growth area for The HF Group. The Xerox iGen3’s ability to print on the largest paper size for a cut sheet digital press (14.33” x 22.5”) opens increased revenue streams by allowing the company to more efficiently print standard and oversized color book covers and book blocks.

#### **About The HF Group**

For more than 75 years, The HF Group has been servicing clients such as major universities, national libraries, small publishers and self-publishers. The HF Group has five regional production facilities across the country and offers professional services and solutions such as on-demand printing and binding, prebinding, edition binding, library binding, textbook rebinding digitization and conservation services.

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#### **Customer Contacts:**

For more information about the Xerox production systems and services, visit <http://www.xerox.com/tr/products> or call 800-ASK-XEROX.

For more information on The HF Group visit <http://www.thehfgroup.com> or call Jim Heckman or Jim Bischoff at 800-334-3628.



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