



How Al-Omeira Publishing Company used our Production Printer to sign a global business deal.

Al-Omeira is a printing and publishing company based in Dubai. They chose to purchase a Xerox-3100 from CAD Reprographics. **Within six months**, Al-Omeira obtained an **exclusive contract** from the First Gulf Bank of Abu Dhabi to handle the Bank's **entire printing verticals**.

As a result, Al-Omeira also purchased the Novera and Xerox-2600 to print the marketing collaterals for the Bank. The Bank also commissioned an Iridis, an eight-colour printing machine. The Iridis can print metallic colours such as gold and silver and print in clear shades if necessary. The purchase of the Iridis enabled the Bank to expand into the printing of cheques for customers.

Al-Omeira, the original buyer, **has expanded into the world of security printing**, an entirely new vertical, due to the purchase of three machines. Now, Al-Omeira handles **printing passports and visas for the French Embassy**, a contract obtained by their switch to digital printing.

Both companies formerly utilized offset printing presses. At the same time, offset printing presses are practical and can be done very cheaply in huge printing volumes. However, it is becoming common to print medium-sized batches of collaterals instead of the massive volumes that necessitated offset printers. The world of digital printing enables a person to design their printing layout and print the collaterals quickly.

Al-Omeira and the **First Gulf Bank both switched to digital printing**, and as a result, there has been massive **savings made in their time**, cost, and a profound increase in their operational efficiency. The increase in turnaround time resulting from purchasing a digital printer has allowed them to schedule more time for other **essential business functions**.

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