



Direct Data Communication

Flexible Short Run Digital Print

Variable Data Printing - Graphic Design - Data & Database Services - Mailing Services

Key Features

Micro Run Length

40 books, 44 pgs, A5
40 books, 40 pgs, A6

Quick Turn Time

48 hours

International Project

Ordered and designed from The Netherlands, proofed in CA, printed in GA, shipped to The Netherlands and CA.

Ease of Customization

With the PDF workflow; adding note pages, re-sizing, and re-imposing the book took less than 2 hours.

Color Requirements

Wide Gamut
Retain Vibrancy
Color Consistency

Flexible Format

Easily extended and updated with this year's tour results. Format will be replicated for St. Petersburg & Budapest Guides.

Options

Individual Traveler's itineraries and/or agendas can be printed on the back note pages.

The International Puzzler's community is a small intense group characterized by passionate inquisitive devotees who travel the world in search of new (and old) puzzles and curiosities. They travel the globe attending International Puzzle Parties and conduct puzzle hunting tours with like minded devotees. The 'Puzzle Shopping Guide' for Shanghai & Beijing was produced for just such a tour.



The book was contracted and designed in The Netherlands by Frans de Vreugd, proofed in Beverly Hills, CA by Jerry Slocum, and printed and finished by Direct Data Communication in Atlanta, GA. All communication with the exception of back-up pdf files (which were shipped ground) was via the internet.

The book was produced in two versions of 40 copies each. Version 1 was printed A6 for compactness and Version 2 was A5 and included note pages for puzzle hunters to include their personal reflections and discoveries. The books were printed using a Xerox DocuColor 2045 with Xerox 80# silk cover shells and 80# silk text pages to preserve the vibrancy of the colors. The elapsed time from receipt of files to completion of Version 1 was under 48 hours including a live proof sent from Atlanta to Beverly Hills, CA.

This project would not have been feasible using traditional offset methods. Both the small run sizes and compressed turn around times could only have been accomplished at an astronomical price. Xerox Digital Printing made it not only possible, but painless from inception to receipt.