

Printing for an Audience of One

*Robert J. Barbera
Xeikon America, Inc.
Dobbs Ferry, New York*

Abstract

The printing industry is undergoing a rapid change and transitioning from a craft based business to a service based industry. Traditional offset printing services are becoming a commodity and impacting the margins of the commercial printer.

New digital printing solutions are helping commercial printers stay competitive by offering more dynamic on-demand print solutions.

This presentation will discuss how new personalized and on-demand print solutions are helping printers expand their services and offer marketers a more powerful print communication solution.

The workflow requirements for printing high speed full color variable data will be outlined along with new industry standards.

Application case studies will be presented including case studies that demonstrate the increased response rate these personalized print solutions are generating for the client.

Biography

Robert Barbera is the Vice President and General Manager of the Commercial Print Business Unit of Xeikon America. Barbera is responsible for Xeikon's North American commercial print marketing strategy, distribution and product solutions.

Prior to joining Xeikon, Barbera was with Agfa Corporation for 12 years and was most recently the Senior Business Line Manager, Digital Printing Systems where he was responsible for the Chromapress business in the USA. A 1984 graduate of Rochester Institute of Technology (RIT) with a B. S. in Printing Management, Barbera also completed executive and marketing management programs at both Notre Dame and Columbia University.

Robert is an active member of various industry associations including the GATF Board of Directors, I,S&T New Jersey Chapter, PIA Digital Printing Council, PODi and the On Demand Conference advisory board and presents at numerous industry conferences on digital printing.