

# Profit in variable

## Digital pioneers share the DOs and DON'Ts of selling variable

**A** long, long time ago (well 1993 really) in a galaxy far, far away (actually Israel), a man named Benny Landa unleashed the first Indigo digital presses on the printing industry. Not quite photocopiers—although they used toner and were powered by a cousin of xerography called electrophotography—and definitely not traditional presses, these hybrids were capable of printing different images and text on every page and held the promise of revolutionizing print. Advertisers would be able to communicate with their customers one-to-one and, quickly learning they could sell more using this technology, would beat a path to the door of their nearest printer, begging for access to these digital variable wonders. A whole new world of colour variable print would open up, generating untold billions of dollars in sales for those printers brave enough to forgo offset and embrace the digital future...

Nine years later, despite the fact that other manufacturers including Xerox, IBM and Heidelberg followed Indigo's (now HP-Indigo) lead and produced their own takes on the digital press, the market for colour variable printing has yet to explode as was promised. While an

PHOTOGRAPHY BY FABRICE STRIPPOLI

By Lana Castleman

Standing with the first Heidelberg NexPress 2100 installation in Canada are, from left to right, proud owner Ward Griffin of Lowe Martin; Dots & Pixels' John Rogers; and Dollco Printing's Ray Coutu