

Reaching New Levels FOR XEROX CERTIFICATION

Guarantee impacts bottom line for Standard Register customers

By Michael Sherman

Trustcompany Bank New Jersey delivers effective, timely communications to its more than 200,000 customers, thanks in part to Xerox Certified cut sheets, one of many new high-end custom products available through Dayton, OH-based document management company, Standard Register.

Combining document expertise and cutting-edge technology, Standard Register and Xerox established the Xerox Certified product line in April to optimize customer business performance through a new level of quality standards for forms, document processing and service. Moreover, the first co-marketing alliance of its kind in the industry backs

Xerox Certified products with a 100% guarantee to minimize downtime when using the products with Xerox equipment.

"We require the highest level of reliability and confidence in the printing of bank statements, which serve as our focal point for customer communications," states William Lipp, Trustcompany Bank's first vice president of information services. "It's imperative not only that each statement runs well through our equipment to meet deadlines, but that the processed documents generate minimal dust, don't curl and resist jamming."



Richard Ragazzo, senior vice president and general manager, Xerox Supplies North America (left), and Brian Calabro, Standard Register corporate vice president, Sales, discuss business documents over a co-marketed Xerox certification stamped box.

Established in 1896, the Trustcompany Bank fashions itself as a "people" bank that strives to provide superior personalized service to customers, large and small. Fittingly, the bank emerged as one of the first businesses to capitalize on value associated with Xerox Certified products upon purchasing high-speed Xerox Delphax laser printers.

"Xerox Certified cut sheets offer the highest level of functionality," adds Lipp, "and the 100% guarantee serves as an added benefit that optimizes productivity while ensuring continued quality in customer communications."

Manufacturing excellence and stringent quality standards are the basis for Xerox certification. This, in addition to a strong mutual commitment to quality customer service, is the foundation for the unprecedented 100% guarantee.

"We understand that for many businesses every minute of production counts," states Todd Pegler, Standard Register's marketing manager for Xerox Certified products. "When an operation is down, regardless of whether its due to equipment or document performance, that business is losing money." Xerox Certified products are engineered to process better and faster through Xerox equipment, which results in not only fewer equipment jams but also less downtime.

"The bottom line is that customers are using improved paper and higher quality documents to increase throughput and enhance the printed image," states Pegler.

Top-of-the-line paper and specialized Xerox Certified product manufacturing standards result in higher quality products. "In addition to quality products, we're offering businesses peace of mind," adds Pegler. Should a problem arise, whether it be forms or equipment related, customers operating under the Certified guarantee may call their Standard Register or Xerox representatives or service technicians for seamless service, eliminating the conflicts that commonly occur between document and equipment suppliers. "Both companies act as a single unit, providing fast, convenient customer service," Pegler explains.

"Outstanding customer service is critical in today's highly competitive banking industry," says Lipp. "Our approach to our communications reflects the quality of our service. Xerox Certified products support Trustcompany Bank's effort to provide superior service."

Xerox-Certified products are available exclusively through Standard Register. Product lines include business forms and custom items such as ID cards, ThermoSeal and Image Seal self-mailers, roll stock, carbonless paper, custom cut sheet, Ring Tuff paper and tab stock.

Michael Sherman is with Standard Register, a recognized leader in delivering document management systems, products and services. For more information about the advantages of Xerox Certified products and the 100% guarantee, call 800-755-6405.

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