



Above: Over 70 customers and suppliers listen to presentations during the recent open house at ALLPRO Direct Marketing. *Right:* Tom McLaren, (center) President and CEO, ALLPRO Direct Marketing, and Sean Hylton, (right) VP, ALLPRO Direct Marketing, listen as Kevin Warren, (left) President, Xerox USCO, delivers the keynote at ALLPRO Expo 2011.



ALLPRO Direct Marketing Teams Up with Xerox

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It was as good as a home run, when two big players got together on Thursday, March 3, for an open house in Odessa, Florida. ALLPRO Direct Marketing and Xerox teamed up to deliver ALLPRO Expo 2011. Over 70 customers and suppliers were present as a pretty impressive line-up was unveiled.

First, there was a ribbon-cutting ceremony, followed by Kevin Warren, President, Xerox USCO, who spoke about the state of digital printing today and how this industry has changed the way marketers talk to their customers.

"Being a good vendor isn't good enough. Today it's all about being a trusted partner... looking beyond our own products and services to help our customers and their customers achieve their goals," Warren emphasized. He then gave the three keys to success: "Get the business model right; Get the technology right; Get the workflow right. That's the right business model."

Next at bat was Mickey Call, also from Xerox, who gave the components of a successful cross media marketing campaign. Michael Wright from Xerox, who reviewed the Xerox iGen4 EXP Digital Press technology. ALLPRO Direct Marketing was the first company in Florida to acquire this press.

"The majority of our work is variable data, short runs. With the iGen4 EXP, we can print quicker and less expensively compared to presses that only print smaller sheet sizes," said Tom McLaren, President and CEO, ALLPRO Direct Marketing. "Since we can offer our customers much more in terms of digital printing and personalization, we're thinking about installing an additional iGen4 EXP."

Tom De Groot pitched ALLPRO's strategies for successful marketing campaigns.

Following the speakers, the final delivery came when all who attended enjoyed a tour of the plant, got to mingle, and enjoyed hors d'oeuvres and refreshments.

