

Memac Ogilvy purchases its second Xerox machine from Dynagraph

Memac Ogilvy is part of the largest marketing communications networks in the world: Ogilvy and Mather Worldwide, with over 450 offices in over 100 countries. Across the Middle-East, it offers its clients a network of 11 offices, covering a wide range of disciplines from brand-building mass media advertising, and one-to-one communications, to public relations, activation and interactive/digital marketing. Today, with groups billings in excess of 350 million dollars, Memac Ogilvy is ranked as the fifth largest agency in the Middle East region.

Memac Ogilvy's latest investment in a Xerox machine was no hazard the agency already owns a DocuColor 250. The DocuColor 252 is as per Mr. Jad AbouSawan, Regional IT Manager at Memac Ogilvy, a 'good machine that fits well in our business' and the company preferred features are the speed and the quality, 'basically it's fast, no paper jam and good output quality'.

The DocuColor 252 delivers an impressive image resolution of 2400 x 2400 dpi, the highest in its class, with an excellent reproduction of images, fine lines, shadow details and transitions. For enhanced image quality, the DC252 is equipped with the latest Xerox 32 beam laser VCSEL technology, enabling to write data at a quicker rate and at a higher resolution. You can enjoy an excellent image clarity in both copy and print modes and a superb color consistency, the unit employing the Xerox-exclusive trickle-charge development system and an automatic Charge Corotron Cleaning Assembly.

With a fast warm up time from sleep mode (2.5 minutes), your prints with the DocuColor 252 will be ready even faster due to a short and straight paper path and at a print speed of up to 50 ppm in color and up to 65 ppm in black.

As the Emulsion Aggregation High Grade toner brings out great color, outstanding shadow details, superior halftones and smooth transitions, you can increase your level of gloss with the Enhanced Gloss Mode, letting you select a higher gloss level for each job.

As well the DC 252 fulfills your scan requirements at the same high standards, with a resolution of up to 600 x 600 dpi and at a speed of up to 100 ppm black and white and 50 ppm in color.

Dynagraph traces its roots back to 1952. Dynagraph is at the cutting edge of transfer of printing technology.

Dynagraph for Printing Industry llc, Dubai serves as a regional hub, operating from the commercial capital of the United Arab Emirates to coordinate all activity in the Gulf.

Dynagraph for Printing Industry Sal (Offshore) and Dynagraph Lebanon sal cover the near eastern markets.

Dynagraph is a small to medium size business with over 100 employees.

Dynagraph aims for a balanced product mix between supplies, prepress, press, after press, converting, consumables and services

In prepress with both standard and bespoke hard and software solutions from DTP to high-end systems Dynagraph deals with manufacturers such as Fuji Film Graphic Arts or DuPont.

In press, sheet and webfed manroland is Dynagraph's partner provides a wide range of highly developed presses and services, whether in commercial, packaging or publishing printing.

In after press, our partners in this sector are leading manufacturers like Kolbus, MBO, Schneider_Senator, Theisen & Bonitz, FERAG, Perfecta and others.

Kolbus offers the most extensive machine range in the industry. Hardcover as well as adhesive bound products such as catalogues, magazines, schoolbooks, paperbacks, and a variety of other products.

Ferag develops and manufactures Postprint components and systems for the newspaper printing industry, offering printers a modular concept.

For special types of projects for the packaging and converting industry, Dynagraph works together with world leading manufacturers and foremost suppliers of products for solid board, corrugated board and flexible packaging industries e.g. Mark Andy, Winkler+Dünnebier,

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The Xerox DocuColor 252 at Memac Ogilvy