

# PR1MARYCOLOR

## Primary Color – SpotOn!™ User Story

Primary Color was established in 1985 with a commitment to print innovation and service which has positioned Primary as an industry leading, comprehensive provider of world-class marketing communication products and services. By focusing on being early adopters of color management technology and methodologies, Primary analyzes traditional workflows, recommends improvements, and develops and implements modern, systems-driven, print solutions. Primary provides a turnkey service across all pre-media, print and web-based technologies to simplify marketing execution.



Primary offers six core print services under one roof: Pre-Media, Litho Printing, Large Format Digital Printing, High Speed Digital Flatbed Printing, Dye-Sublimation Printing and Variable Data Digital Printing. All of these services are color managed to each other, ensuring brand image consistency for their clients across all print marketing materials.

## Primary Color on the Cutting Edge of Color Management

Always on the look-out for the best new tools to meet the company's color quality goals, Jay Sato, Chief Technology Officer, knew right away that SpotOn! was the right tool to help manage color to the G7 process. "We made a commitment to the G7 process early on, when there were no effective tools to help with the process. Using hand-held devices made the process difficult and time consuming to do the job right" said Sato. "I saw SpotOn! and I knew it was going to make managing the press a whole lot easier." Primary Color was one of the first users of SpotOn!, having purchased the product over five years ago during which time Color Management Specialist, Chris Milos, has seen the results. "SpotOn! has been a valuable addition since its implementation, allowing us to diagnose and troubleshoot pressroom issues faster and more accurately" adds Milos.

Now, SpotOn! is used daily to ensure each device is within specifications and that there is accuracy across all of their printing methods.

## SpotOn! Integral in Managing Large Format Devices

"The large format department has so many different materials and types of work going through the devices that it is difficult to ensure the printing is consistent over time," said Color Technology and Quality Manager Dan Bergstrom. "With SpotOn! we can quickly and easily see if a device is trending out of spec," added Bergstrom. "Shops without a tool like SpotOn! could go for days without knowing their machines are out of spec until it gets so bad it is an obvious problem in the middle of a job." Bergstrom

also said that due to their commitment to doing daily reviews of the devices with SpotOn!, “We are able to run a proof and then run the job a few days later and have it match.”

Bergstrom added, “Any shop can say they are serious about color. But when we demonstrate SpotOn! and how we use it...our customers *know* we are serious. You can see it on their faces.”

### **Integral Management Tool**

Sato and Bergstrom shared how SpotOn! is used to help them manage the shop on a variety of levels. “You can see when it is trending out of spec. You can see specifically what is wrong. Before SpotOn! it would be difficult to see what the problem was. We can identify quickly if the black is too warm and be able to fix it immediately,” said Bergstrom. “Plus, on offset, if we receive a bad batch of ink we can identify that quickly and have data to give to our vendors,” added Sato. SpotOn! removes subjectivity not only when working with vendors but also with managing employees.

“SpotOn! really empowers the press operators to identify problems and fix them quickly,” said Bergstrom. “SpotOn! gives our operators the tools to do an even better job and raises their standards of quality a level or even two.”

### **Bottom Line**

“SpotOn! has helped enable Primary Color to bring more formal procedures for process control to the entire company. This has brought more consistency to color in everything we do” said Sato. “We want to help drive the industry and set high customer expectations,” added Sato. “With SpotOn! we can show that we can achieve any specification our customers want us to meet – GRACoL, SWOP, G7...whatever their request, we know we can achieve it regardless of the platform.”

Their commitment to color management has paid off with fewer reprints, stronger relationships with their customers, and less downtime. “Issues with color are identified long before they become a problem during a job – this makes our customers happy and does affect our bottom line as well,” said Sato.

### **About SpotOn! Press**

SpotOn! Press, LLC is a software developer for the printing industry and professionals dealing with printed materials. Bruce Bayne, founder of SpotOn! Press, has over 35 years in the printing industry and is a GRACoL Certified Process Control Expert. Bayne specializes in color management, prepress, workflow, hardware and software solutions and uses this experience to create unique and valuable software tools. SpotOn! is a suite of calibration and process control software tools for any printed materials. Printers and consultants use SpotOn! to calibrate presses using the G7<sup>®</sup> method. Grand format printers, prepress, ad agencies, designers, and photographers use SpotOn! tools to verify prints are within tolerance to specifications. SpotOn! Press is headquartered in Portland, Oregon and has dealers across North America. Learn more at [www.spotonpress.com](http://www.spotonpress.com).

**For more information contact [www.spotonpress.com](http://www.spotonpress.com) or call (503) 226-7598.**