



CASE STUDY

A THOROUGHLY GREEN COMPANY KEEPS A CAREFUL EYE ON EVERY OTHER COLOR TOO

- Client** Corporate Image
Project 56 page full-color annual catalog
Services Prepress, printing, binding/finishing

You are what you do

Let's say you are an environmentally conscious manufacturer of products that help your customers communicate a quality brand image. Let's say your product catalog—the core of your marketing program—is filled with images reflecting the products your clients have purchased, imprinted with major elements of their visual identity. What do you need most in your catalog?

The answer is, every image better look great. Every image better accurately reflect your product and provide true-to-life representations of your clients' corporate image.

So it is with Corporate Image, a Des Moines, Iowa-based manufacturer of custom printed presentation materials—everything from binders, boxed enclosures, folders and more. It's about providing their customers with a professional look to help them succeed.

In pursuit of color

A leader in its industry, Corporate Image produces an annual catalog showing a wide range of its offerings—and one of its primary challenges is getting the color right. Corporate Image Sales and Marketing Manager

“We needed to work with a company that could produce wonderful quality for us.”

Chris Paxson

*Sales and Marketing Manager
Corporate Image*

Chris Paxson says it's all about color. “The biggest challenge is in color correction—from our digital photography through the GLS proofs to the final printed piece...I need to make sure the catalog truly reflects our client's original artwork.”

This is the third catalog she has printed with GLS and Account Executive Noelle Stoyles, and it's becoming routine: Layout files are uploaded to GLS, then Chris labors over the returned proofs, annotating each proof that needs color correction. “I don't want our client to allow us to show their binder and have it come out looking lime-green yellow when it should be a bright, starburst yellow.”

Green can be keen

For Chris, it's a matter of maintaining Corporate Image's reputation for quality. It's a reputation that is also reflected in the company's commitment to environmentally sound practices. The core material used in its binders is 100 percent recycled material and, unlike vinyl which gives off harmful gasses, external laminates used by Corporate Image are environmentally safe. Everything is printed with soy ink, and its products, including the catalog, are certified by the Forest Stewardship Council (FSC) to conform to the highest standards of environmentally responsible forestry.

It's all about building a reputation as a trusted, responsible source of quality products. So, their printer had to be great too. “We're not a catalog company,” says Chris, “But we needed to work with a company that could produce wonderful quality for us. Because our customers are judging us on the quality of the printing they see.”

Trusting your partner

Designers and marketing managers know that producing a quality job doesn't end with color correcting the proofs. To mix metaphors, the proof is in the press. And press checks can be grueling if there are problems when comparing the press sheets against the proofs.

To assure the catalog is just right, Chris always personally attends press checks. It's a big job so it can mean being there at three in the morning. But the experience has been good. “I love coming up there for press checks...Every single person I encounter—everybody—is wonderful to work with.”

Referring to the pursuit of accurate color and her work with GLS press operators, Chris says she has learned she can trust their opinions and observations. “I love the feedback and the suggestions they give me; it helps things go so much more smoothly.”

To learn more about Corporate Image and their products, visit them at: www.corp-image.com.