

# THE PAGE 1 EXPERIENCE

VOLUME 2, ISSUE 5

## TRUE COLORS

### HIGH-TECH MONITORS SAVE ON TIME, COST, FRUSTRATION

Just how does Page 1 Printers get your project's colors right the first time, every time, without having to repeatedly check a printed proof? By backing its staff's technical expertise with state-of-the-art monitors. Page 1's most recent upgrades are two new NEC Multi-Sync PA302W-BK-SV - Wide Gamut LCD monitors from ColorHQ.com of Chicago, an authorized retailer of NEC computers.

Stacy Fey, prepress manager at Page 1, says the monitors that arrived in May are characteristic of the way Page 1 approaches what is a technically demanding craft: "Providing our staff with the latest technology gives them the resources they need to achieve the absolute best quality for our customers. These new monitors support the quality we're looking for in our web press products—the weekly newspapers, tabloids and books we print."

Fey had consulted Jim Memije of ColorHQ.com to find the best match for Page 1 operations. Memije says, "Color accurate wide gamut monitors are often disregarded but in my opinion the most essential tool in graphic arts." Having come to the color management industry from a photography background, Memije knows this personally: "Seeing images for the first time rendered accurately on a dedicated graphics monitor like those at Page 1 changed my life in terms of editing photographs," he says.

These dedicated graphics monitors can render images with incredible accuracy as long as they are calibrated to the intended output. In Page 1's scenario, their dedicated graphics monitors are calibrated to the print industry standards. Dedicated graphics monitors that are calibrated per the internal LUT (look up tables) have the ability to render the images virtually identically from one monitor to the other. This ensures that each artist working on a project sees what other artists are seeing.

Some organizations add third-party calibration packages to consumer-grade monitors in an effort



to achieve the same thing, but Memije said these monitors are just too limited. "Consumer-grade monitors are just fine for what they were designed to do, which is making the most appealing images possible at the least expense to the consumer. They weren't intended to exactly match what you see on the screen to a printout."

The wide color gamut, internal calibration, and grayscale processing chips in dedicated graphics displays like the NEC Spectraview II series are so accurate that they allow the graphic designer, photographer and printer to make conscious edits visibly on screen they can confidently presume will translate to print. "Guessing how to adjust an image in order to get the printer to provide the intended output is not necessary with these types of monitors," Memije says.

And then, too, in spite of the third-party calibration packages, each brand of consumer-grade monitor offers its own "special sauce in order to make their monitors appear differently than their competitors," Memije says. "This leads to inaccuracies in rendering the images which in turn leads to inaccurate prints. An Apple display portrays images differently than a Dell, for instance, and vice versa.

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» “Some are glossier, more contrasty and may give images a pleasing appearance over a dedicated graphics monitor, but typically at the cost of accuracy in a print workflow.”

Recall an array of various high-definition television screens at a big box store, and it is immediately evident that even the same brand of monitors differs from one to the other.

However, Page 1’s NEC monitors ensure accurate, quality images with a native resolution of 2560x1600 pixels and 1000:1 contrast ratio. Their GB-R LED backlight technology can display 99.3 percent of the full AdobeRGB color spectrum. And, Fey says, “We recalibrate the monitors every 28 days with X-RITE’s NEC MDSVSENSOR3, since we have Spectra View II software on them.”

The MDSVSENSOR3 is a device used to measure and manage color consistency.

Fey says the monitors will even stay “true to the numbers” in spite of physical changes, such as the heating that electronic equipment undergoes during prolonged use. “The monitors are on all day, yet what we see on them at any given time is consistent on both.”

This reliable precision means artists can always predict exactly what the press floor will see when they print to a given media. It reduces time and resources that would otherwise be consumed by repeatedly making adjustments and running test prints.

State-of-the-art NEC wide-gamut monitors are just another one of the reasons Page 1 customers get the highest possible quality printing with shorter turnaround times. •



STACY FEY, Page 1 Prepress Manager

## MAKING A DIFFERENCE NO SUCH THING AS GOOD ENOUGH

“WHEN IT COMES TO THE WORK WE DO FOR OUR CUSTOMERS, THERE IS NO SUCH THING AS ‘GOOD ENOUGH,’” SAYS CRAIG RYAN, GENERAL MANAGER AT PAGE 1 PRINTERS. “AND CONTINUOUS IMPROVEMENT IS ONE OF THE PROCESSES WE USE TO KEEP MOVING THE QUALITY BAR HIGHER AND HIGHER.”

The American Society for Quality defines Continuous Improvement as an “ongoing improvement of products, services or processes through incremental and breakthrough improvements.” Ryan will tell anyone that it’s really all about making a company and a product better every day. This matters to the printing customer because a company that believes in continuous improvement—like Page 1 Printers—will never get complacent. In fact, even if it produces a high-quality product today, you can bet that it will actually be better tomorrow, next month and next year.

Having always believed in and preached continuous improvement, Page 1 recently upped the ante by introducing “issue tracking.” This process formally encourages any employee to suggest how a practice in the plant—from prepress and printing to loading a truck, from changing lightbulbs to sanitation, and everything in-between—can be improved.

When these recommendations are discussed by management and in-house committees, some course of action almost always results from the original suggestion. It might simply mean moving a piece of equipment to improve operator access

or adding a step to the Quality Checklist for a particular process. In other cases, it might dramatically change the way a certain task is performed. No matter what kind of improvement it is, customers ultimately benefit from improved quality and speedier delivery of their orders.

### THE IMPOSSIBLE DREAM OF PERFECTION

“The new formal issue tracking process we’ve instituted, or continuous improvement overall, is really just one of the tools we use to chase the impossible dream of perfection,” Ryan says. “But of course the closer we get to a perfect job, the better our final product is. That’s why we’re so obsessive about finding the ‘Goldilocks Zone’ for every step of every process. If we get it ‘just right’ that means we’re controlling every possible variable to ensure a basically perfect final product.”

“Every process here has a customized quality checklist to make sure that best practices are followed in anything having any influence at all on the quality of an order. That’s another way we work toward perfection. Obsessive attention to details in our job tickets is another.”

Of course, every printer will use a job ticket, or something like it, to lay out the details of a job for the production crew: which press, what kind of paper, binding type if any, and so on. But at Page 1, the job ticket is treated as holy writ, and allows for zero deviation from the customer’s instructions.

Ryan offers an example: “Every customer likes their product packaged a certain way,

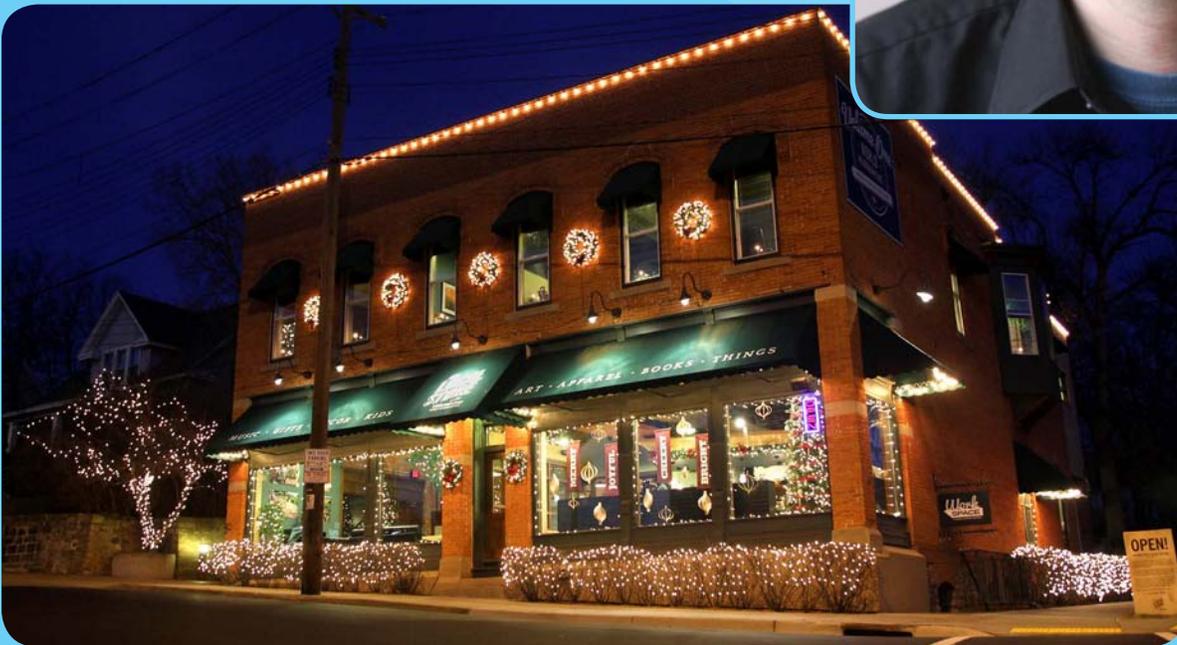


CRAIG RYAN, Page 1 General Manager

from different amounts in a bundle to how the pallet is packaged. By paying attention to the job ticket we can accommodate the customer’s specific request. They may want it the same way every time, or they may change those instructions on every job. By following the job ticket religiously, our team gives the customer exactly what they ordered.” •

# LOOK WHO HAD A PAGE 1 EXPERIENCE!

**NICK MEYER, OWNER/PUBLISHER, VOLUME ONE, EAU CLAIRE, WISCONSIN**



▲ **NICK MEYER,**  
*Volume One owner  
and publisher*

◀ *Volume One  
in Eau Claire,  
Wisconsin, publishes  
guides and listings  
of points of interest  
regarding culture  
and entertainment  
throughout the  
Chippewa Valley.*

For the past year Volume One of Eau Claire, Wisconsin, has been working with Page 1 Printers. In addition to its flagship culture and entertainment periodical, Volume One Magazine, Volume One also publishes a wide variety of guides and listings that assist residents, students and visitors in discovering area events and resources. One of their newest guides is Chippewa Valley Family, whose listings and stories are dedicated to family life.

Nick Meyer, Volume One owner and publisher, says changing printers wasn't something they undertook lightly. It was just a good-all-around business move. "We wouldn't have turned to Page 1 unless their whole package was right for us. All the pieces of the puzzle had to be there."

And they were: "We studied samples of their work, which were high quality," Meyer says. "We also found Page 1 to be competitively priced. Plus, their staff is a pleasure to work with. We really enjoy

our relationship with Kirk Friederick, who works most closely with us." Friederick is Page 1's sales manager.

Although Meyer admits changing printers was a little nerve-racking for his staff at first, he trusted Friederick to help them through the transition. "You can't make a switch in printing companies in little stages," Meyer points out. "You go directly from printing one issue with one company then the next with the other."

Fear aside, the move went smoothly, which he credits to Page 1's staff.

"Customer service has been excellent. First thing after the move, our whole staff was amazed with just how fast. They get our projects to us about twice as fast in comparison. Turnaround is typically just a day."

And Page 1 is exceptionally accommodating, he says. "There have been times when we have a hiccup, when we have something unexpected come up, and their staff really steps it up to make sure we are well taken care of."

Meyer has one particular instance in mind. In addition to its magazines, Volume One prints a wide variety of guides and listings covering Chippewa Valley nightlife, special events, dining establishments, hobbies and student life.

"I guess, in this case, it was really my own fault. We'd promised a major client to print several thousand copies more than usual for an upcoming summertime event. I hadn't confirmed with Page 1 that we needed several thousand more copies than usual."

Since that wasn't communicated, the order was far short. Meyer didn't believe Page 1 could get them the extra copies by deadline.

"Page 1 really stuck their necks out to make sure we got the issues in time," Meyer says. "We're very grateful for their effort and for what, I think, was very reasonable pricing in a situation like that."

For more about Volume One, visit their website at [www.VolumeOne.org](http://www.VolumeOne.org) ●



# PUBLISHING PROS DEPEND ON PAGE 1 PRINTERS

Because it has to be done right, and right on time!

"Page 1 prints our weekly newspapers and handles the bulk of our commercial printing work. It's like our printing wholesaver, making it possible for us to profitably sell brochures, special publications for organizations commemorating a milestone, area visitors guides and so on to our customers. Page 1 does it all, delivering the premium quality and competitive pricing I have to have. But where Page 1 really sets itself apart is in customer service. The Page 1 team is friendly and knowledgeable, quick to provide a solution to any issue that may arise."

**JUSTIN R. LESSMAN**  
Publisher/General Manager  
Livewire Printing Company  
Jackson, MN

*Publisher of The Jackson County  
Pilot, named Minnesota's most  
outstanding weekly newspaper*



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