

CASE STUDY: MARKET-LEADING COLOUR MANAGEMENT THAT OFFERS SOMETHING DIFFERENT.



**YORK
REPROGRAPHIC, UK**



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AND SUPPORT.**

Established in 1974, York Reprographic (now known as YRG), is one of the leading packaging design and reprographics specialists in the UK and Europe.

The company has always been keen to employ the best technologies and equipment, ensuring the best results for their clients, which was why they turned to Mellow Colour's colour management tools three years ago.

We spoke to sales manager Ian Newbon, who is based at YRG's Hull office, about his experience of using Mellow Colour.

THE SITUATION BEFORE MELLOW COLOUR

YRG is known for being a leader in its field and was, in fact, the third reprographics company in the world to achieve ISO 12647.

Clearly, the print quality system the firm had in place was good, but Ian knew of the additional benefits, Mellow Colour could offer.

"What Mellow Colour offered us was something different, and something I had tested previously against other market-leading colour management tools," says Ian. "Mellow Colour offers speed and ease of use in the press room, and in their technical team they offer excellent knowledge and support."

WHY BRING IN MELLOW COLOUR?

Ian had actually been working for a previous employer when he first encountered Mellow Colour, as group technical manager for a large reprographics and brand management company.

The firm had been searching for a tool to help support and qualify the print supply chain for major brands, and Mellow Colour had proven to be the perfect solution.

With this in mind, when Ian joined YRG, he was well aware of the benefits Mellow Colour could bring to a company.



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WHAT EFFECT HAS MELLOW COLOUR HAD ON BUSINESS?

“I have a strong background in Colour Management and was part of the Procter & Gamble Global colour management team,” explains Ian.

“I started using Mellow Colour about 10 years ago and found it an excellent tool for quick technical analysis of print samples.”

And Ian found Mellow Colour's tools weren't limited to a single form of printing: “Although developed for litho printers, I worked across all printing processes and Mellow Colour offered a unique insight into the capability of flexo and gravure's ability to match litho standards.”

So, how does Ian suggest other brands and printers could benefit from Mellow Colour's colour management tools?

“Brands could use Mellow Colour to set targets for printers, and therefore improve the consistency of how their brand prints,” says Ian.

“They can then use this to qualify printers and review on-going. Printers should use it to identify variance in their own printing and what causes it.

“Printers can then benefit from faster make-readies and by using the Mellow Colour reports, they can certify that the printed material meets pre-determined targets and reduces the risk of rejections and unhappy clients.”



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