

## CASE STUDY: WORLD-LEADING PRINT QUALITY MANAGEMENT FOR GLOBAL CLIENTS.



PHOTOTYPE

PHOTOTYPE, OHIO



**WE WERE FLOORED BY  
THE FUNCTIONALITY OF  
THE MELLOW COLOUR  
TOOLS.**

Brand ambassadors Phototype are production art, prepress and colour specialists. The American company manages pre-media print quality for a number of large global clients, providing fully integrated graphic solutions to the consumer packaged goods (CPG), medical/pharma, retail, printing and converting industries.

Their partnership with Mellow Colour means Phototype can share our world-leading quality management system with the printers they work with, helping to protect their brands with true print precision.

### THE SITUATION BEFORE MELLOW COLOUR

Before partnering with Mellow Colour, Phototype used their own internally-developed quality control tools to satisfy print quality needs for external clients.

However, over time, and with ever-evolving print technology and standards, the company found it increasingly difficult to maintain and continually develop the robust tools their industry demanded.

A partnership with Mellow Colour gave Phototype the ability to leverage industry-leading print quality software tools, elevating their colour analysis capabilities and enhancing the feedback they could supply to their blue-chip clients.

### WHY BRING IN MELLOW COLOUR?

Phototype guard their reputation for outstanding quality fiercely, so were very particular when it came to choosing the right solution for their business.

Kristen Olberding, PQM program manager for Phototype, explains: "We spent months looking at all of the competitive software solutions in the market today.

"We had heard through the grapevine of a smaller company, focussed on continuous improvement and overall colour and print quality, so we scheduled a session."

That smaller company was, of course, Mellow Colour. And Kristen was not disappointed with what she discovered in her introductory session to Mellow Colour's print quality system.



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She adds: “All in all, we were floored with by the functionality of the Mellow Colour tools, which, ultimately, led to our partnership.”

**WHAT EFFECT HAS MELLOW COLOUR HAD ON BUSINESS?**

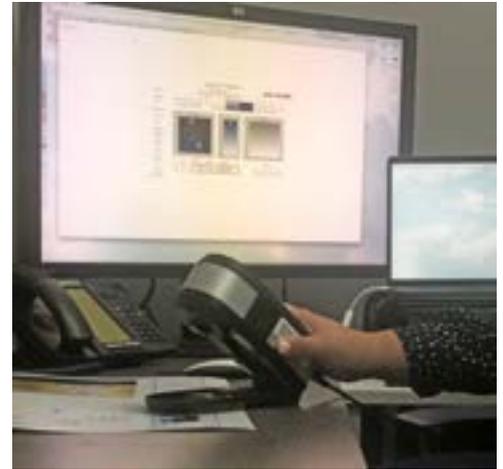
Since installing the Mellow Colour system, Kristen says the level of colour analysis the Phototype team can complete has elevated their technical colour reporting, both internally and externally.

And, she adds: “Mellow Colour’s tools have also saved us valuable development time, allowing us to focus on other development ventures and opportunities.”

So, what would Kristen say to other printers looking for a solution to improve their print quality management?

“Mellow Colour has a unique approach to print quality, compared to other solution providers, where they are truly focussed on continuous improvement and deeply understand the challenges within the printing and manufacturing processes,” she explains.

“This has allowed them to develop unique sets of tools and solutions tailored to specific challenges all parties within the supply chain encounter on a regular basis.”



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