

# T • PRIMARY Times

## Primary on the Move



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he Irvine headquarters, which houses our large format and digital printing operations, will move to nearby Costa Mesa in April of this year. The new 65,000 square foot space will also accommodate our prepress, digital photography, art reproduction and fulfillment operations. Primary CEO Dan Hirt says of the move, "The new facility will accommodate our future growth while maintaining the accessibility and visibility of our staff to our clients. Our new home will be state-of-the-art in all regards." And, for those of you familiar with our current lobby – YES – there will be a turtle pond in the new facility!

Our new address is 265 Briggs Ave., Costa Mesa, California 92626. Telephone and email addresses will remain the same.

In Q3 of this year, our Culver City litho printing operation will move to

new quarters in El Segundo. The facility will house two 8/color and one 6/color Heidelberg sheetfed presses, a state-of-the-art array of finishing equipment and, of course, our industry-leading, color-managed precision prepress operation. The new facility will have significantly more office space, conference rooms and customer amenities to support the needs of our clients and staff. The El Segundo facility will also accommodate our rapidly-expanding fulfillment and distribution group.

Primary El Segundo will be located at 401 Coral Circle, El Segundo, California 90245. As with our Costa Mesa move, telephone numbers and email addresses will remain the same.

We look forward to working with you as we enter a new era of quality manufacturing, workflow automation and world-class customer service.

**THANKS TO THE SUPPORT OF OUR GROWING CLIENT BASE, PRIMARY COLOR CONTINUES TO ADD NEW EQUIPMENT AND SERVICES. AS A RESULT, WE'VE SIMPLY RUN OUT OF ROOM! IN RESPONSE, PRIMARY COLOR IS MOVING BOTH OF ITS MANUFACTURING FACILITIES TO NEW QUARTERS.**



## VARIABLE DATA PRINTING PROMOTES UNLIMITED

# Creativity!

With improved technology in digital printing, the options are endless

### What Are You Printing On?

Some observers believe that when it comes to variable data digital printing, the type of press equipment one uses is of little consequence. To the contrary, we know the opposite to be true. Granted, if you're producing a long-run, garden-variety mailer, print quality may not be of the utmost importance, but our clients are different. They demand quality at all times. And our Indigo 5000 delivers a superior product – each and every variable impression. With the Indigo 5000, one need not sacrifice quality or effective design for the sake of expediency.

### Color Management Matters!

If you're expecting your digital piece to match litho quality, fear not. Primary Color purchased its Indigo 5000 specifically because it is the best companion to litho.

We'll gladly show you samples of digital work that is difficult to tell apart from traditional litho. But it's not all due to the press; color management has everything to do with meeting quality expectations. In other words, just because a job is "digital" doesn't mean you have to compromise your high standards for print quality, brand fidelity and color match. We color-manage every printed project we touch; digital print is no exception.

### What's the Most Important Aspect of Variable Data Printing?

Now that we've established the fact that quality need not be compromised, let's move on to data. Clearly, one must present a compelling offer in order to achieve success, but there's more. There's the power of data. Who is the target audience?

What do you know about them? What information exists in your database about them? If you know a prospect is 39 years old, female, married, and that she has bought only dressy red shoes from your company in the past, it would probably be a good idea to market similar products to her in the future. Why send her a mailer showing a teenager wearing Uggs? Probably not a good match, and most likely a waste of your money. Mine your data. Create innovative offers and build a response engine that drives results. When designing variable data pieces, remember that data drives graphics. It's not only what you say; it's also what you show. Match products with text, and then match this combination with specific buying habits, demographics, etc.

These factors are completely independent of output technology. However, when you design your campaign, you want it all. You want it to look good, but you also want enhanced results. The good news is that with the assistance of Primary Color's direct response group, you need not compromise your expectations in any regard.

**“ Mine your data. Create innovative offers and build a response engine that drives results. ”**

# Getting more out of your database

## How Much Data Is Enough?

**H**ow sophisticated does your database need to be in order to be successful with VDP? A lot less than many people realize.

When many marketers think of Variable Data Printing and 1:1 personalization, they think of a relatively new marketing technology. In reality, the marketing and commercial printing worlds have been using this approach for more than a decade. One of the surprises has been that, it's not how much data you have, but how you use it. Even marketers with relatively simple databases can create highly effective campaigns with great ROI if they know how to use them.

**“ The “punch” is not just in the response rate, but in the quality of the responder. ”**

It's all about relevance. For example, when one marketer wanted to increase traffic to its retail store, he was concerned about having only names and addresses from a purchased mailing list. The challenge was how to create relevance without recipient demographics, such as likes or dislikes, ages or income levels. How do you create true relevance out of “Dear Bob?”

### Get Creative!

Use the recipients' addresses to create maps to the store, along with distances from the recipients' homes to the retail location. Other marketers using this approach have added estimated driving times. You might not get the same punch as if you had more detailed demographic data, but the impact will be significantly greater than if you'd sent a generic mailer.

Another way to create relevance from a basic list is to do prospecting before sending out the actual promotion. Say you are a pet food manufacturer, but all you have is a list of 100,000 pet owners. Instead of send-

ing out static mailers to all 100,000 names, send out a pre-mailer asking recipients to provide you with more information about themselves in exchange for the chance to win a high-value prize. Respondents provide their names and addresses — whether by mail, email or Web site — along with the type of pet(s) they have and their pets' ages, genders and names.

Now, instead of an undifferentiated list of 100,000 names, you have a pre-qualified list of pet owners interested in and willing to communicate with your company. Instead of sending out 100,000 mailers, half of which may be irrelevant to some recipients, puppy owners can be sent promotions on puppy food appropriate to the stage of growth of their pooch, and cat owners with felines in their later years can receive promotions on food for boosting energy in older pets. In the early days of VDP, it was thought, the more data the better. The more you can show the recipient that you know about them, the more successful the piece will be. That has not born out to be true. In fact, barring special situations, such as communications between financial companies and their customers, showing just how much you know about recipients can backfire.

Instead, it's all about relevance. The extent recipients feel that the piece is relevant to their lives is what stimulates response, not the number of variable elements. And the great news for marketers is that you can create relevance even when the information in the initial database is limited.

## Offshore Update

In our last issue of Primary Times we discussed the general concept of offshore printing. We addressed questions on identifying appropriate projects and the criteria one should employ in choosing the offshore option.

We can now report the tangible results of our extensive foreign partner qualification and testing. A thorough and exhaustive process has led us to where we are today: we are accurately matching approved proofs in foreign pressrooms.

How did we do it? With a Herculean effort by our color experts, print manufacturing team and production staff working with offshore counterparts to create a stable, predictable, fully color-managed environment in which press output equals our own ultra-high standards.

Getting it right is an arduous process. The offshore partner must, at the very least, share our company's quality orientation. But that's just the beginning. They must agree to abide by our color management protocols and our quality-control procedures. Beyond mere agreement, they must also demonstrate that they can achieve acceptable results – repeatedly and consistently.

In short, the process must be carefully managed in all aspects. Paper, ink, chemistry, operating systems, press maintenance and many other factors must be controlled at all times, and this is much easier said than done.

Primary Color has invested considerable human and technological capital in its global print manufacturing initiative. We have demonstrated that we can achieve “agency

quality” work by establishing, maintaining and monitoring all critical processes.

It's fairly easy to print something offshore. To do it right, on the other hand, takes an extraordinary effort. Primary Color has taken the steps necessary to assure that its own impeccable quality can be duplicated in a remote environment. So, when cost drives print decisions, you can count on Primary Color to successfully manage your offshore manufacturing.



## Primary Color Awarded Elite Certification from

### FOREST STEWARDSHIP COUNCIL

**W**e are pleased to announce that in January our company was awarded chain-of-custody certification by the Forest Stewardship Council (FSC) for our Culver City printing operation. FSC is a nonprofit organization dedicated to the responsible management of the world's forests. Its standards assure that companies involved in the forestry industry conduct themselves in an environmentally responsible and socially beneficial way. Chain-of-custody certification allows print consumers to verify that their products have come from an FSC-certified forest.

FSC's rigorous certification audit examines a printing company's purchasing practices, its inventory management systems and its manufacturing protocols to assure that the chain-of-custody will be maintained. FSC-certified companies are eligible to label those jobs printed on FSC-certified stocks with the coveted FSC label.

"Sound environmental practices have always been a cornerstone of our business," said Dan Hirt, Primary's President and CEO. "FSC chain-of-custody certification is further evidence of our commitment to the preservation and stewardship of our planet's natural resources. Working with

suppliers that share our values will remain a priority as our business expands."

Many of our clients have requested the FSC logo for their print campaigns. We're honored to be one of the few California companies to have achieved certification. Ask your Primary sales executive how you can display this badge of honor on your printed pieces as well.



**“ Sound environmental practices have always been a cornerstone of our business”**

# PEP UPDATE

## Primary Eproof Remote Collaboration in High Demand

Remote proofing, once scorned by print production professionals as cumbersome and inaccurate, has gone mainstream. Color-accurate proof-viewing stations are rapidly becoming standard equipment in color-critical advertising agency environments.

The key to remote proofing is understanding its various purposes. Not every round of proofing requires color accuracy. Those for content or position need not be viewed on a color-accurate monitor. They can be viewed at home, while on vacation or in an airport. All that's necessary is an internet connection and a browser.

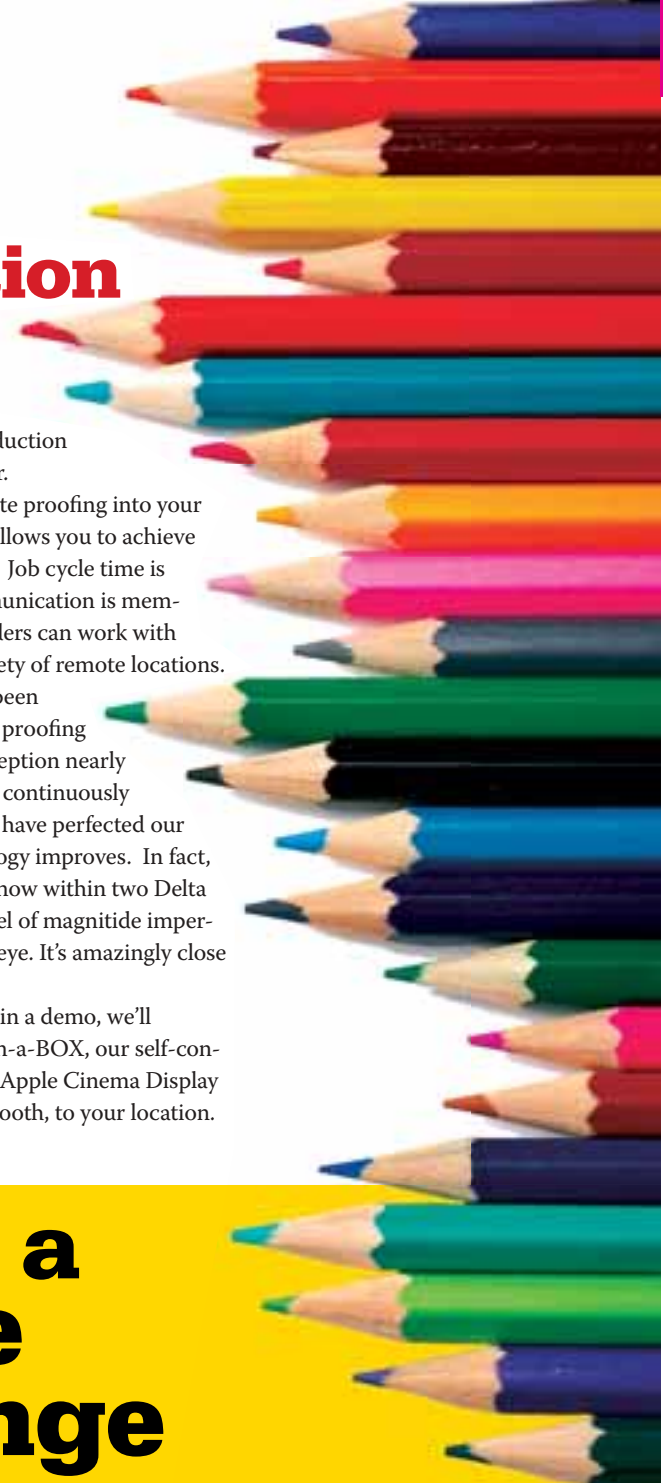
When critical color is required, proofs must be viewed on a calibrated monitor in a light-correct environment. Our PEP system allows not only color accuracy, but offers collaborative and measurement tools as well. Annotations can be made to files, and conference calling is easily initiated when consultation between parties is required – whether between production manager and

sales executive, or production manager and retoucher.

Incorporating remote proofing into your production workflow allows you to achieve many important goals. Job cycle time is reduced, critical communication is memorialized and stakeholders can work with confidence from a variety of remote locations.

Primary Color has been involved in the remote proofing revolution since its inception nearly ten years ago. We have continuously honed the process and have perfected our systems as the technology improves. In fact, our remote proofs are now within two Delta E's of perfection - a level of magnitude imperceptible to the human eye. It's amazingly close to perfect.

If you're interested in a demo, we'll arrange to bring PEP-in-a-BOX, our self-contained CPU with a 23" Apple Cinema Display monitor and viewing booth, to your location. See it now!



## Embracing a Culture of Change



RON HIRT,  
Vice President  
Sales &  
Marketing

I've heard it said on many occasions that the "art" of printing has vanished in an ocean of technology. The assumption is that craft-based workflows are somewhat compromised by the introduction of impersonal technologies. I'm sympathetic to such thinking, but I respectfully disagree.

Consider, if you will, the subject of remote proofing – a spectacularly revolutionary technology that has yet to gain wide acceptance in client environments.

Remote proofing fundamentally changes the relationship between

service provider and client. It allows instant collaboration between and among stakeholders and enables the viewing of color-accurate, high-resolution files in real time.

Furthermore, proofing cycle time is reduced, thus shortening time-to-market for printed products.

So why the resistance? It's fear, plain and simple. Fear of the unknown. I've heard every possible excuse for putting off an implementation of remote proofing – virtually all of which have been rendered invalid. The technology now supports near-perfect color accuracy on calibrated monitors in controlled lighting conditions. In other words, what one views in a duly enabled agency viewing environment

is exactly what we're looking at here at Primary Color. Remote color is so good that Kin Wah Lam, Director of Digital Development for Time, Inc., has eliminated hard proofs from his company's workflow. All proofs are now submitted to the SWOP TR001 standard via remote technology.

If you're still skeptical about remote proofing, please consider this proposition: we'll demonstrate remote proofing in your environment. Let's test a job, or a group of files. Then, together, we'll evaluate the effect of remote proofing on your workflow. I'm confident that by embracing this important change, you will add significant value to your company's relationship with its clients.



# Primary Launches 2007 with Cutting-Edge Heidelberg XL 105

**T**he Primary Color management team is pleased to announce the purchase of a new Heidelberg 8/color 41" XL 105 sheetfed press. As the flagship of Heidelberg's new generation of press technology, the XL 105 is capable of attaining speeds of 18,000 sheets per hour while maintaining the highest level of quality. The highly automated XL 105 sets new standards for productivity, quality and cost-effectiveness.

Primary co-owner and Vice President of Manufacturing Services Mike Hirt adds, "the acquisition of our XL 105 puts our company at the forefront of print-

ing technology. Our clients expect us to provide leading-edge solutions, and this press allows us to do so with gusto." According to Heidelberg, the XL 105 employs "Hycolor," an integrated inking/dampening system that "ensures that solids, thick ink coatings or jobs with low ink consumption can be printed effectively."

Once the XL 105 is installed, Primary's existing 8/color 40" Heidelberg CD press will be retrofitted to run interdeck UV. The press will have seven lamps for UV applications, but can also run in conventional mode.

Rounding out Primary's capital-im-

provement program, the company has also committed to the purchase of a new automated Stahl six-pocket saddle stitcher with cover feeder, a high-speed Stahl folder and upgrade enhancements to its existing precision cutting systems.

**“The acquisition of our XL 105 puts our company at the forefront of printing technology”**

## Primary Inks Pact with Triga USA

**P**rimary Color has signed an agreement with Triga USA to resell its innovative, cost-effective display hardware systems. As a Triga reseller, Primary can provide turnkey solutions for trade shows, retail, sporting and allied industries.

Triga manufactures a comprehensive line of lightweight display systems using its patented spring-loaded "trigger" devices. The hardware is unusually flexible, allowing an exhibitor to configure several layouts without having to purchase additional equipment. The revolutionary Triga tensioning devices allow for the manufacture of display panels on lightweight fabrics with no costly seaming, sewing or finishing. Once a panel is printed, its upper and lower edges are attached to flexible plastic "guides" with two-sided tape. The guides are seated in grooves (concave, convex or straight) and the triggers are activated, resulting in a



crisp, taut graphic element in seconds.

A 10' x 10' Triga booth can be assembled by one person in less than 30 minutes. The hardware fits in a wheeled carrying case about the size of a golf bag for easy transportation.

Best of all, a Triga system reduces the cost of participating in trade shows and expos. In retail environments, Triga panels can be assembled in a fraction of the time it takes to install traditional displays.

Ask your Primary representative about Triga. It'll change the way you think about display advertising.