Adobe® PageMaker®
Adobe Illustrator®
Adobe Photoshop®
Adobe Acrobat®

TBD
Limited

Premier prepress and design firm delivers speed and quality with an integrated Adobe software solution

ABOUT THE CUSTOMER
- Leading design, prepress, and Internet firm
- Location: Wellington, New Zealand
- Employees: 22 full-time designers and prepress professionals

BENEFITS SUMMARY
- The use of Adobe tools, including Adobe PageMaker, allows TBD to accept and manage a wide variety of jobs.
- The high quality and accuracy of designs authored with Adobe tools keep TBD's business growing.
- Similar interfaces, palettes, and commands across Adobe applications speed design projects and allow staff to leverage expertise across programs.
- The Adobe tools' ease of use and reliable output for print and the Web support TBD in meeting clients' ambitious project deadlines.

www.tbd.co.nz

The word *rush* has lost its meaning at TBD Limited. "Every job has a rush on it," says John Serepisos, TBD's managing director. "From a client's perspective, rapid turnaround is no longer a special request. It's a requirement."

As an official Adobe partner and one of the premier prepress houses in New Zealand, TBD relies on the full suite of Adobe software to consistently and reliably produce high-quality jobs as quickly as possible. Adobe Photoshop, Adobe PageMaker, Adobe GoLive,™ Adobe Illustrator, and Adobe Acrobat software and Adobe Portable Document Format (PDF) are the main tools TBD uses to meet the exacting requirements of customers with little time to wait.

A NEW APPROACH

TBD broke with the traditional service model in its hometown of Wellington, where design and prepress shops frequently limit themselves to a narrow range of services. "The widespread popularity of Adobe tools opens doors for us because we can accept and process jobs from many types of clients and platforms," says Serepisos. "We don't worry about whether or not we can handle files; the ease of using Adobe software and the quality output let us support a broad customer base."

TBD's skill at accommodating the varied demands of customers has paid off. In just a few years, the firm has grown from 5 employees to more than 20 to become a leading design and prepress house in the area. A key factor in the firm's ability to respond quickly to client demands is Adobe PageMaker, which TBD turns to for its power and ease of use.
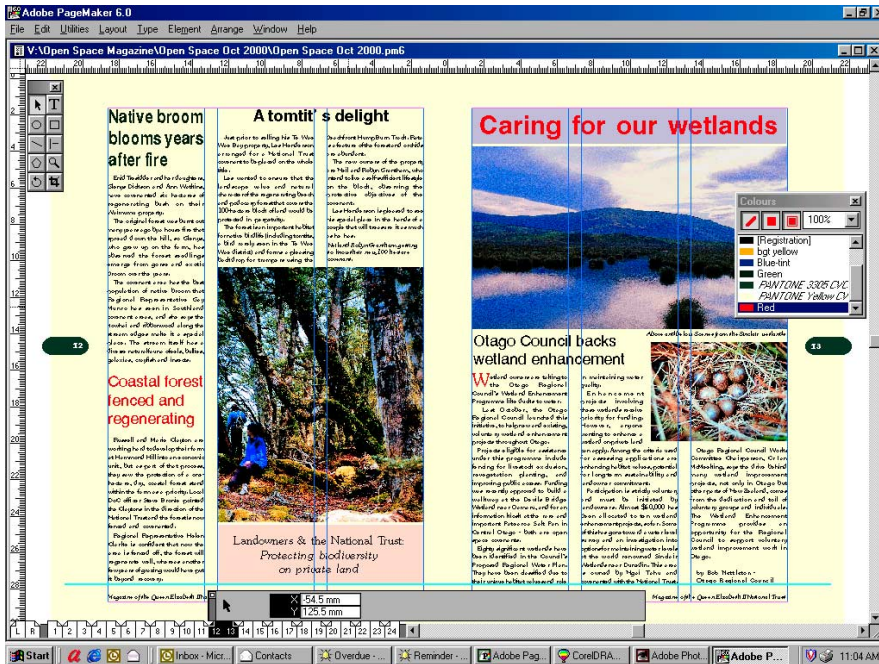
"We can do any layout in Adobe PageMaker, from simple pages to full magazines," says Serepisos. "Features such as masking of images into frames, global removal of

"It's a cycle of quality from start to finish. Adobe software helps guarantee a faster, smoother workflow all around. From the perspective of our employees and our business, the Adobe applications are fantastic."

—John Serepisos
Managing director
TBD Limited

Adobe®

TBD relies on Adobe PageMaker for a range of publishing projects—from simple pages to full magazines. Features such as masking of images into frames, global removal of colors, and excellent PostScript functionality support the firm's ability to meet its clients' needs and high expectations.

TBD does all its scanning through Adobe Photoshop, allowing staff to retouch and check colors to ensure the highest quality images possible. The firm handles all page layouts, including work on more than 20 magazines monthly, with Adobe PageMaker. "Adobe PageMaker cuts the time we need to do heavy publishing, and Adobe Acrobat gives us the freedom to distribute materials how we want to. We can e-mail proofs in Adobe PDF to clients for comments, post final copy in Adobe PDF on the Web, or send Adobe PDF files to our imagesetters," explains Serepisos.

A BOON TO BUSINESS

The bottom line for TBD and its clients is faster turnaround, excellent results, and ultimately more business. "It's really simple," says Viner. "TBD supports us in delivering outstanding work to our customers, who come back to us again and again."

Adds Serepisos, "It's a cycle of quality from start to finish. Adobe software helps guarantee a faster, smoother workflow all around. From the perspective of our employees and our business, the Adobe applications are fantastic."

colors, and excellent PostScript® functionality combine to make PageMaker invaluable in allowing us to produce work that satisfies our clients' high expectations. Equally important is speed—PageMaker is fast as a rocket on our PCs."

THE ROAD TO SUCCESS

TBD's good work is rewarded with more work as satisfied customers share their experiences with associates in Wellington's tightknit business community. In the past year, TBD has seen its number of design and prepress jobs increase by more than 30%.

Lithoprint, a local printer specializing in high-color, short-run production, began using TBD prepress services in 1997. Now Lithoprint turns to TBD exclusively to meet its clients' prepress needs.

"We can get what we need the same day that we send it," says Brian Viner, account manager at Lithoprint. "TBD doesn't hesitate to jump into a job. They are willing to work with us on our terms and not dictate what we should or shouldn't be doing."

THE RIGHT TOOLS FOR THE JOB

Serepisos believes this flexibility springs from the firm's commitment to using only the best technology and hiring skilled staff. "It's a good example of the right tools and the right employees," Serepisos says. "The integrated Adobe software provides everything we need to manage all phases of client projects, from initial concept to design to review and printing. Because the software shares similar interfaces, commands, and palettes, our employees can leverage their experience with one Adobe application across other programs."

TOOLKIT

Software
Adobe Acrobat
Adobe GoLive
Adobe Illustrator
Adobe PageMaker
Adobe Photoshop

Hardware
PCs running Microsoft® Windows NT®
Apple Power Macintosh G4 computers
Agfa scanners and imagesetters

CLEARLY™
Adobe
IMAGING

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