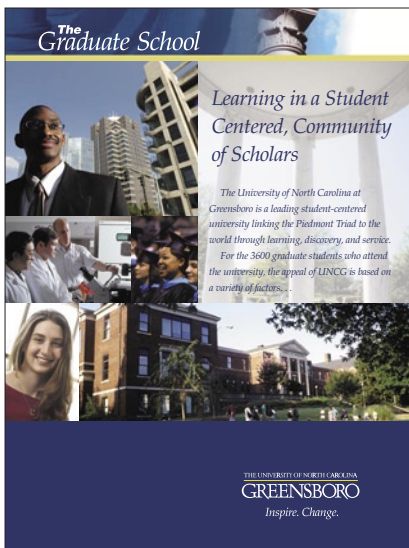




We Share Your Vision.™

## Easier done than said

Print service provider enhances services and cuts costs with Adobe® Creative Suite software, an Adobe PDF workflow, and participation in Adobe Solutions Network



After the brainstorming, design, writing, layout, paper selection, color proofing, and last-minute changes are finally complete comes the moment of truth in print publishing. This is when clients hold their breath until the printed piece comes off the press, wondering whether the piece will be on time and look exactly as intended. That is, unless their print service provider is Graphic Printing Services (GPS), Inc.

“We have structured our workflow around Adobe PDF and Adobe Creative Suite software, including Adobe Acrobat 7.0 Professional software, and we recommend the same to our clients.”

*Jack Brown,  
vice president,  
information systems,  
Graphic Printing Services, Inc*

GPS's clients trust the company's meticulous attention to detail, and they know the firm uses the industry's latest printing technologies to speed production and reduce errors. Today more than ever, GPS and its clients rely on Adobe Creative Suite software and Adobe Portable Document Format (PDF) workflows to improve their prepress and printing processes.

### Critical link in the supply chain

Nike, Lowe's Home Improvement, and other big-name companies depend on GPS for full-color sheet-fed offset printing and full-color offset and flexo packaging printing. GPS' print production services are a critical link in its clients' ability to capitalize on market opportunities.

“To bring their products to market, our clients need timely delivery of packaging, catalogs, and other materials,” says Jack Brown, vice president of information systems for GPS. “That's why we have structured our workflow around Adobe PDF and Adobe Creative Suite software—including Adobe Acrobat® 7.0 Professional software—and we recommend the same to our clients.”

### Raising the bar

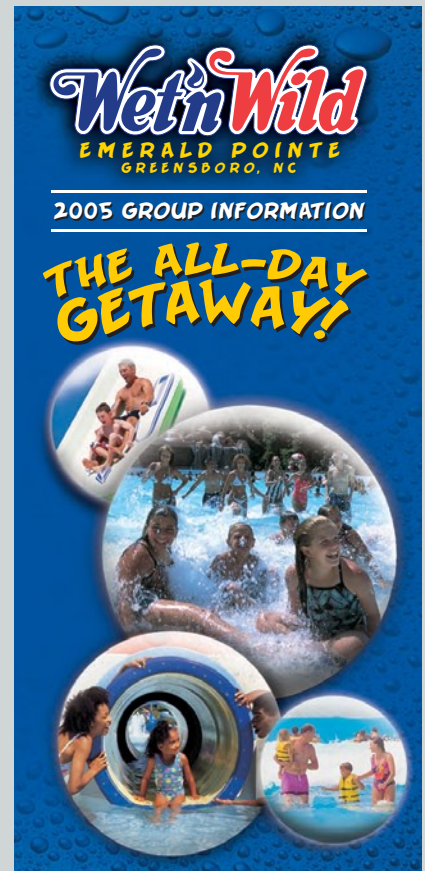
Reliable, quality printing is only one aspect of what makes GPS successful. With increased international competition among print publishers it is essential that the company reduce costs and shorten turnaround times. To achieve these aims, GPS is using Adobe Creative Suite and Adobe PDF to move to a more integrated, standards-based workflow.

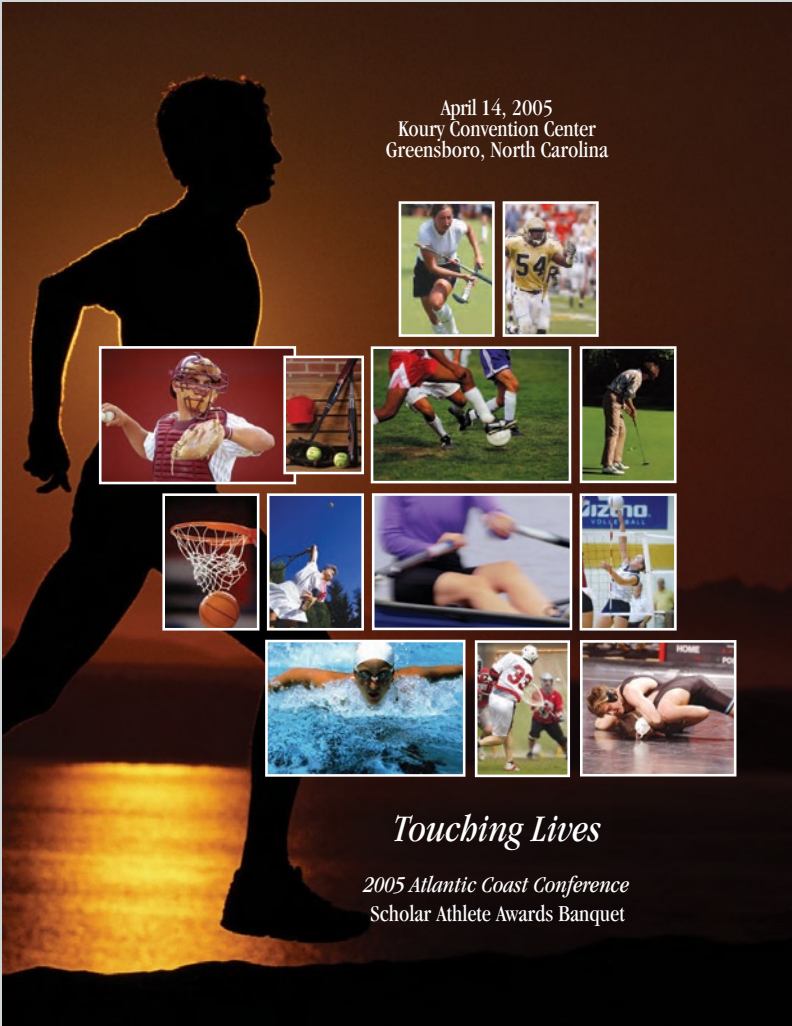
GPS also differentiates its offerings by providing clients with ongoing training and value-added services, such as online order fulfillment and inventory tracking. This focus on providing customers with hands-on support is changing what customers expect from print service providers like GPS.

### Enabling outstanding design and production

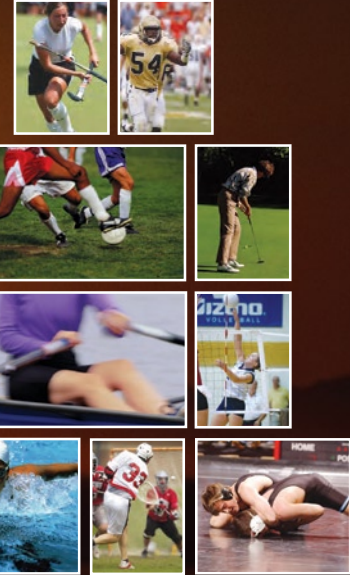
For GPS and its clients, use of Adobe solutions is vital to competitive differentiation. GPS customers use Adobe Creative Suite—including Adobe Illustrator® CS, InDesign® CS, and Photoshop® CS software—to create materials such as packaging and brochures. Clients who use the unified design environment from Adobe can take advantage of tight integration among suite applications, saving time and steps. Training costs are reduced because the Adobe applications feature similar user interfaces and commands. Adobe Creative Suite also offers a rich set of tools for creative experimentation, enabling designers to do their best work and easily repurpose files for a variety of media.

In addition to improving design capabilities, Adobe Creative Suite streamlines prepress and production at GPS. Components of the suite use





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the same publishing libraries among applications, increasing consistency and speeding prepress and printing. GPS is also benefiting from simplified color management capabilities. New features in Adobe Creative Suite 2 software enable more consistent onscreen color, and colors in images and documents appear the same whether clients are using Adobe Photoshop CS2, Illustrator CS2, or InDesign CS2 software. Adobe Creative Suite 2 also preserves CMYK values across components in the suite by default. Accurate color that matches expectations reduces production costs and timetables and helps clients generate more engaging visual products. It also helps clients feel comfortable that what they see on screen is what they will see when the job is finished.

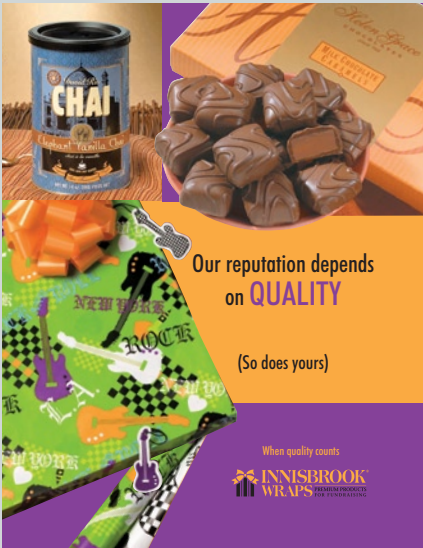
Based on these and other benefits, GPS views Adobe Creative Suite as supporting smarter, more integrated design processes, which ultimately improve the quality of files clients send for printing. “About 30% of the jobs we receive are Adobe InDesign or Adobe PDF files,” says Brown. “This percentage is on the rise, giving us and our clients a more cohesive, creative, and efficient workflow.”

Another reason for encouraging adoption of Adobe software is the high level of support from Adobe. As an Adobe Authorized Print Service Provider and member of the Adobe Solutions Network (ASN), GPS has a close working relationship with Adobe and receives regular training, information, and software updates. The firm also taps expert staff from Adobe to help educate clients. “The educational seminars we co-host with Adobe are our most popular seminars, especially when it comes to helping clients learn to generate print-ready files,” says Brown.

**Adobe PDF and PDF/X-1a to reduce errors and costs**

When GPS receives client files, the staff first checks for font inclusion, proper color spaces, and correct layout order. In the case of native application files such as InDesign CS files, GPS uses predetermined settings in Adobe Acrobat Professional software to create a print-optimized PDF/X-1a file. A simplified PDF standard for data exchange in a prepress environment, PDF/X-1a locks down linked files, color profiles, and fonts so that files print predictably and consistently. Use of the PDF/X-1 standard alleviates the most common headache GPS and other print service providers face: ensuring that client files contain all the embedded fonts and images, encoded CMYK and spot colors, and flags indicating trapping. The Adobe PDF or PDF/X-1a file then goes through imposition and production.

“By working with PDF/X-1a-compliant files, our staff can more easily catch errors upfront so we can avoid expensive, late-stage corrections that can cause delays,” says Brown. “This increase in uniformity and control accelerates print production, improves reliability, and reduces costs for us and clients.”



The tight integration among Adobe Creative Suite applications saves time and steps for both GPS and its clients. In addition to enhancing the design process, Adobe Creative Suite streamlines prepress and production and enables more consistent color onscreen and across applications. CMYK values are also preserved across components in the suite by default. Accurate color reduces production costs and timetables, and helps clients generate more engaging visual products.



“More each day, we rely on Adobe solutions and service for our continued success.”

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vice president, information systems,  
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### Faster, less costly proofing

As a final step before printing, GPS sends Adobe PDF files to clients for review. Using Adobe Acrobat 7.0 Professional, the GPS staff can convert print-ready materials to platform- and application-independent Adobe PDF files that clients can review and comment on using the free Adobe Reader® 7.0 software.

According to Brown, giving clients the ability to make comments using Adobe Reader 7.0 has been “a huge hit—much bigger than expected.” In fact, many clients are now adopting Adobe Acrobat 7.0 to support their own internal review processes during design and earlier steps in the workflow. The automated, Adobe PDF-based review process is faster than manually delivering paper proofs for review, and can reduce costs and cut days off client approval cycles.

After clients have approved the proofs, GPS staff outputs the files to Adobe PostScript® 3™ or Adobe PDF. Because its raster image processor uses industry-standard Adobe PostScript 3 printing technology, GPS has an extra level of assurance that jobs will print properly on the firm’s Creo Lotem computer-to-plate (CTP) system.

### Improving service quality and variety

The workflow at GPS is not centered entirely on print, and the Adobe Creative Suite also supports easy output of final materials for electronic delivery on the Web or CD. To convert materials to Web-ready files, GPS uses the Save for Web function in Photoshop CS, which provides instant, reliable conversion. According to Brown, this ease of conversion is just one more way that Adobe solutions save GPS time and money.

With the motto, “Providing solutions to our clients is easier done than said,” GPS continues to improve the quality and variety of services it provides to clients across the U.S. “We must constantly balance the needs of very demanding, high-profile customers, while still delivering highly personalized services,” says Brown. “More each day, we rely on Adobe solutions and service for our continued success.”

#### Company

**Graphic Printing Services, Inc.**  
Greensboro, North Carolina  
[www.graphicprinting.com](http://www.graphicprinting.com)

#### Challenge

- Compete more effectively by reducing costs, shortening turnaround times, and improving prepress and printing processes.
- Provide cutting-edge technology and value-added services to help clients improve the quality of printed materials and time to market.

#### Solution

- Use Adobe Creative Suite and Adobe PDF workflows and encourage clients to do the same.
- Provide value-added services such as training and hands-on support.

#### Benefits

- Clients receive faster, more reliable prepress and output that ultimately helps them reduce costs and improve time to market.
- GPS continues to grow its business and differentiate itself in the competitive print service provider market.

#### Tool Kit

- Adobe Creative Suite 2 Premium. Products used include:
  - Adobe InDesign CS2
  - Adobe Photoshop CS2
  - Adobe Illustrator CS2
  - Adobe Acrobat Professional 7.0
- Adobe InDesign 2
- Adobe PostScript 3
- Apple Power Mac G4 and G5 computers
- Compaq PCs running Microsoft® Windows® XP Professional
- Creo Lotem CTP platesetter
- Epson Stylus Pro 10600 ink-jet printer
- Fuji FinalProof contract proofer and Digital Color 2-sided blue-line proofing

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