

In our continuing effort to bring the highest level of quality and value to our customers, GSP works to maintain the most up to date standards in the industry. We deliver quality through consistency between screen and digital prints and through consistent product from our two print facilities. We deliver the best value by using cost-effective print methods and leveraging our two facilities to minimize transport costs.

Over the past several years, we have witnessed a dramatic swing in the print culture as digital printing has become the more viable and desired print method for today's market. Over time, our customers have come to expect digital quality across all of our print methods. Our goal at GSP is to push screen printing closer to digital quality. One of our larger vendors had introduced us to G7 and we agreed to a consultation. After an evaluation and demo of the G7 program from Tony Quinn of Nazdar Consulting Services (NCS), we were amazed at all the benefits that G7 could bring to our processes and aggressively pursued its implementation.

It was hard to imagine: improving quality through color management and repeatability; at the same time bringing all our print methods to one singularity or target (neutral grey). We no longer had to worry about screen matching digital, or our plant in Florida matching our facility in Utah. No more color correcting headaches on press; all we had to do was print to the proof.

After the evaluation from Tony Quinn, we brought in Mike Ruff with NCS. Mike held a workshop for the customer support and sales staff to teach us the concepts and show us how to present all the benefits of G7 to our customers. G7 was accepted by everyone in attendance; we were all on board and very excited. Tony Quinn spent several days training our printers on the concepts of neutral grey balance. Tony was very hands-on and an excellent instructor. All our printers were amazed, not only with the knowledge obtained from Tony on color management, but just how quickly they saw the results on press and in the finished product. Jobs seemed to fly off the press lines with ease. It seemed that overnight printing became so much easier for us. We saw rapid improvements in color management with a better understanding of neutral grey balance. Having a target is one thing, but knowing how to get there today, tomorrow and next year is the big goal. With G7 it is achievable for us on a consistent basis across all print methods and in both facilities. We found that not only have we become better managers of color, but our production output and overall efficiencies have increased as well.

One concern in the beginning was that this process may slow us down, but to the contrary, we are moving more work efficiently through the shop and our overall error rate has decreased dramatically, giving us much needed capacity during peak production cycles.

Thanks to our dedicated workforce and the support from Nazdar Consulting Services, we have finally taken our company to the next level in color management and have used G7 practices to improve all elements day in and day out; a benefit not only for us at GSP but for each one of our customers. A true win – win!

Paul DeGolyer
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