

## RealTimeProof Testimonial: Printer

### Quebecor World — Acme Printing

*Ac•me - pronunciation: 'ak-me; subject: noun; definition: the highest point; also: one that represents perfection.*

Aptly named, there's no question that Quebecor World's Acme Printing operation in Wilmington, Massachusetts provides its hundreds of clients the ultimate in high-end reproduction and customer service. With long-term satisfied customers including Bermuda Tourism, Bose, Chase Bank, Fidelity Investments, General Electric, GM/Chevrolet & Oldsmobile, Metropolitan Museum of Art, ExxonMobil Oil, Museum of Fine Arts-Boston, Pfizer, Reebok, Tiffany and United Technologies, to name just a few; it's clear that this Acme delivers.

Founded in 1930, Acme Printing has built a reputation as one of the country's finest commercial printing facilities and cultures. The company specializes in producing custom-designed, high-quality printed communication projects. Acme Printing's typical work consists of corporate financial and communication documents (e.g., annual reports, company magazines, etc.), as well as product-focused sales literature such as brochures, catalogs and advertising inserts.

The Acme "Culture" is based on linking digital technology with skilled operators who approach today's work with traditional craftsmanship attitudes. With years of substantial capital reinvestment, the 180,000 square foot facilities at Acme represent the latest in technology, such as a CreoScitex Brisque computer-to-plate workflow within the extensive in house Prepress operation.

Acme's 220 craftspeople and staff understand and respect the effort that customers invest to create a concept and gain project approval; as well as the stakes involved for bringing every print concept to life and have it match the client's vision.

The company's commitment to pursuing enduring relationships is the basis of its enduring success. Acme seeks to invest in the right combination of people and technology to be the best. Because Acme staff work as "solution-seekers" with customers, clients are completely satisfied, from start-to-finish, with the way Acme manages their complex projects and with the final quality that the company achieves for them.

You get some sense of the successful dynamics at ACME Printing when you talk to Chris Eckelkamp, Acme's Manager of Technical Services.


Here's a guy who pulls no punches.

"Our goal in preproduction is to get the customer to review and approve a job, and then move it out fast," he says. "We want the OK to plate."



**Chris Eckelkamp**  
Manager of  
Technical Services

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To enable this process, Eckelkamp and his colleagues rely on RealTimeProof's online proofing and approval management application. RealTimeProof technology powers the world's most accurate and rapid online proofing and approval management solutions, dramatically reducing the costs and time required for conventional proofing by enabling all workflow partners to collaborate securely, in real time, on original, full-resolution production images. Based on unique image-streaming technology, The RealTimeProof application enables gigabytes of high-resolution files to be viewed, even over dial-up connections, in seconds.

ACME had a bit more familiarity with online proofing technologies than most companies in its segment. The company, in its quest to find the fastest beeline to plate, had been looking at high quality offerings in the category since 1998. They narrowed their choices down to what today is Creo's Insite and Renderview (the precursor to RealTimeProof technology, then sold exclusively by Scitex).

Eckelkamp says that there is no comparison in terms of robustness, scalability, and functionality between Creo and RealTimeProof technology today, and it's "RealTimeProof all the way."

"Once you're bitten by the RealTimeProof bug," Eckelkamp says, "that's it. We can tell our customers that they are approving the actual, plate-ready file. It gives everyone tremendous confidence in the process."

"Plus, they can do it from home in their pajamas!"

Eckelkamp is working with ACME's sales team to bring RealTimeProof functionality to customers. He says some, like ACME founder Bob Canzano Sr., are some of the technology's strongest advocates. "Bob has his own RealTimeProof workspace," Eckelkamp says, referring to the RealTimeProof system of holding, working with, and displaying jobs in a virtual portfolio. "He doesn't want me to help him. He gets it and he runs with it. He's an enabling salesperson."

Eckelkamp can deal with those who don't "get it", too. "Hey, if the technology works, I just have to reboot the people!"

It's this kind of outside of the box thinking that allows Acme to easily retain its right to use a name that actually translates to unparalleled excellence.

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**RealTimeProof**<sup>™</sup>

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