

RealTimeProof Testimonial: Printer

Transcontinental Printing

At Transcontinental Printing, one of the largest commercial printers in North America, there is no question that online proofing has come of age. Says Matt Pugliese, the company's Manager of Imaging Technology at its Digital Services Facility in Brampton, Ontario, "Remote proofing has to be offered. It has to be there, and the RealTimeProof application is our first choice."

"We had seen some of the first variations when the RealTimeProof 'Pixels on Demand' technology was born," Pugliese says, "and we had plenty of kicks at the can." Pugliese says that Transcontinental focused a lot of energy on remote and soft proofing because one of its major clients, a North American real estate and tourism publisher, creates its own content.

"They send (FTP) hundreds of PageMaker files that have to be amended and proofed for content" Pugliese explains, "and we have to ship proofs back to them a number of times." Pugliese says that the best they could do from the time pages were received to the time film or CTP files were sent to the printer was about 7 days.

Today, with the RealTimeProof application, the efficiencies gained in the changes/approval cycle account for a two-day reduction in the whole process. In a post to one of the industry's popular ecommunity discussion forums, Pugliese said, "Regardless of what product you use, this type of service could conceivably become a mandatory ingredient among the multitude of 'web' based services the prepress/premedia and printing community 'evaluate'... for the future."

And while Pugliese says that the manual process of emailing PDFs "is fine for certain applications, when we're talking about the production of large weekly projects involving hundreds of pages for one client, the novelty of creating, organizing and tracking PDFs wears out quickly for both us and the client." RealTimeProof file format flexibility is therefore another reason that Transcontinental is moving forward with the technology.

"RealTimeProof technology gives us features beyond the usual bells and whistles," Pugliese says. "We are confident that this product or variations of it will continue to evolve as integral and valuable components of our standard "web" offering."



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Manager of Imaging
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