



Matchprint Virtual Testimonial: Prepress

Blanks Printing & Imaging

Blanks Printing & Imaging has been serving customers from its Dallas headquarters since 1940. Their 150 employees pride themselves on being independents who offer — ‘big league’ services in prepress and printing, and the company is fully committed to offering cutting-edge digital prepress technology. As one of the first users of the Matchprint Virtual Proofing System, Blanks uses the InterTech award-winning technology to sidestep cost and efficiency problems presented by tight schedules and distant geographies.

“Having the flexibility to provide virtual proofs that feature extremely accurate, consistent color brings us a number of important benefits,” says Ken Encinas, Senior Sales Executive, National Accounts. “We have used Matchprint Virtual at some point in the production of every single job we’ve done for our largest clients. We’ve saving money by pulling fewer hard proofs for our internal color analysts to mark up prior to showing the first proof to our clients. This technology is a must-have for any commercial printer that runs jobs where color accuracy is essential, deadlines are crucial, and cost control is critical.”

Jim Smiddy, Blanks’ Technical Director, says “The Matchprint Virtual Proofing System provides us and our clients, both near and far, the best of both worlds — outstanding color accuracy and quicker turnaround time.” The company saves an average of 12 to 18 hours on color corrections. Smiddy continues, “We’ve been able to reduce our project cycle time by more than 75% and our costs by 50% since we added the Matchprint Virtual Proofing System.” Increased color accuracy from proof to print allows Blanks Printing & Imaging to produce exactly what the client is expecting — the first time.



Jim Smiddy
Technical Director,
Blanks Printing & Imaging

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