

Matchprint Virtual Testimonial: Design / Prepress

Grafico Inc.

Grafico Inc. has been an integral part of the creative community on the West Coast for over 37 years. As a leading provider of graphic design, prepress and production services, they have a reputation for embracing emerging technology and delivering exceptional client satisfaction for clients such as Acura, Del Monte, and The Walt Disney Company.

The Matchprint Virtual Proofing (MVP) System was exactly the kind of solution Grafico was looking for to cope with mounting time and cost pressures, and to communicate more efficiently with globally dispersed clients. Rene Negron, Executive Vice President, Grafico, notes that MVP “shortens the approval process, increases collaboration among people in multiple locations, and matches the color accuracy of hard copy proofs. KPG’s Matchprint Virtual Proofing System was a clear choice for us due to its color consistency and the accuracy of the monitor to hard-copy color matching, as well as the full service and support provided by KPG. The installation couldn’t have been easier.”

Laurie Schiada, Vice President Creative of Accentuate, Inc. — Grafico’s design group — is an enthusiastic convert to the total digital workflow enabled by MVP technology. “Accurate monitor display of CMYK color has been the most visible component absent from the digital workflow. It’s really the last creative frontier. I couldn’t believe how accurate Matchprint Virtual was the first time out,” says Schiada, who admits she initially resisted the technology. Her concerns were familiar ones: she was already on tech overload, had a disappointing history with tech promises, was sick of the limitations posed by PDF files, and didn’t have time to learn anything new. One demonstration of MVP technology was all it took to change her mind. “The color was amazing!” Best of all, MVP gave Accentuate more time to devote to the creative process: a job that typically took 16 days to produce only required 10 days with MVP.

Schiada continues, “We see Matchprint Virtual as more than a proofer. It is a means to connect all the stakeholders in a project, regardless of their location, and align them sooner in the process. Having access to accurate color at our laptops provides a nice window for client participation and gives us more control over the process. For creatives, more control equates to less compromise in a world where schedules continue to be compressed. We expect its effect to be profound.”



Rene Negron
Executive Vice President

“I’m an evangelist now.
Seeing is believing.”

