



Case Study

ACCELERATED PRODUCTION

The Challenge

Our client needed a cost-effective solution that would allow collateral, signage and tradeshow materials to be proofed and produced within minutes of file submission. They needed this process to also be cost-effective. These materials are dated and have last minute additions, so communication needed to be immediate and accurate.



The Client

A leading business-to-business publisher of builder's magazines. National distribution of titles and associated marketing and tradeshow materials.

Why Spectra Integration?

Spectra's nimble work-flows and quick response allows for lightning-fast production. We have materials on hand & available and a focus on making every minute count, allowing us the ability to produce on a moment's notice.

The Solution

Standard items are recycled and inventoried for maximum efficiency. Files are prepped and ready for approval within minutes of receipt. Dates and deliveries are reviewed and confirmed for accuracy. Materials are packaged to ensure safe delivery and ease of use.

The Outcome

Accurate, on time materials are delivered to achieve maximum impact. Tracking and return information is supplied prior to shipments being made. Compressed production time allows for latest possible edits to be made to the final printed pieces.



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