

# Harmony Printing increases customer satisfaction.

## Xerox Confident Colour Certified



Harmony Printing, a Toronto-based commercial printing company that provides cross-media print services including design, prepress and offset, was looking to expand its digital business — which it recognized as a growing market.

“We have a reputation for delivering quality and colour consistency in the litho environment, and we wanted to extend that to the digital environment — and we wanted customers to have confidence that they could expect the same quality across the board,” said Ruby Thomas, vice-president of operations with Harmony Printing.

The company’s prepress and traditional press operators are highly qualified, with training, experience and knowledge of procedures to solve equipment and colour problems. But when the company expanded its service offerings to include digital printing, new processes and additional operator training was required to ensure the high level of quality that customers had come to expect from Harmony.

“As a printer, our customers expect exceptional, consistent colour reproduction, regardless of the press or output device. And they expect the job to be delivered when they want it, without excuses,” said Thomas.

With this in mind, Xerox asked Harmony Printing, as a valued graphics customer, to help develop and test a new program that would address the need for standard operating procedures, implementation of industry standards and process controls, as well as in-depth training for graphics professionals to quickly achieve optimal and consistent printed output.

The end result was the Xerox Confident Colour Certified program. “We were very happy to participate in the program and proud of the fact that we are the first organization to receive this certification,” said Cary Cunningham, supervisor of Harmony Printing’s prepress and digital departments.

The program helps to provide consistent, accurate and repeatable colour for digital print jobs by improving upon key factors that impact colour quality, including the print environment, media, technology, standard operating procedures, process control, colour printing industry standards and knowledge of colour theory.

After a site evaluation by Xerox, Harmony Printing made a number of recommended changes, which included updating its standard operating procedures, investing in humidifiers to maintain its print environment, and making the decision to use Xerox-approved paper to get the best colour reproduction. As part of the process, Xerox provided Digital Colour Management certification for the company’s graphic designers and operators.

The program also includes ongoing monitoring. “This is done in a collaborative, supportive way, and it provides us with a check on a regular basis to make sure things aren’t slipping — it’s not a one-time rubber stamp,” said Cunningham.

With proper training and coaching, operators and graphic designers are now able to hit the right colours on digital jobs, helping to meet their deadlines, reduce the number of re-dos and reduce service calls. “Our operators now feel more in control of the work they’re doing,” added Cunningham.

Today, Harmony Printing has increased its output capacity in many cases by as much as 50 per cent, without increasing labour time or adding new equipment. It has also significantly reduced print job waste.

“We don’t have formal metrics at this point, but we do measure re-dos and now our operators almost never feel the need to reprint a job,” concluded Thomas. “The Xerox Confident Colour Certified program makes a statement, and we believe having a Xerox seal of approval will confirm for our customers that we are committed to delivering the quality they have come to expect every time.”

