

Building on brand integrity

Use the new £99 **Vpress Corequick** to give customers wanting more control that value-added service.

First there was computer-to-plate, then there was direct-to-press, and now there is Web-to-print. As technology continues to simplify and shorten the processes and procedures involved in print production, and as everyone becomes their own IT expert, management of corporate styles and brands can get lost as maverick ordering takes over.

Ensuring brand integrity within printed collateral is a key theme nowadays which brings us on to Vpress, whose Coreprint software is designed to provide companies with a means of managing and procuring print whilst retaining control of their corporate identities. Comprising a range of modules, the system covers stationery, direct mail and marketing material, as well as badge and rubber stamp creation, with printers across 117 countries using the system in conjunction with their clients.

Already recognised as a cost effective solution, Vpress has now added Corequick, a version for small- to medium-sized businesses, with prices starting at just £99. Vpress director Kelvin Bell says: "Yes, it's good value, but over and above that, we are offering a simple, efficient and flexible means of managing brand integrity, administrative processes, production and procurement."

Corequick is quick to set-up and easy to use, with no training required for either the client or the printer, and can manage any item from business cards to posters from creation to production.

After an initial specification is provided, a template of the relevant item is created online within a bespoke, branded website. No additional software or support is needed. Updates or changes can be made quickly and easily 24/7 before print-ready files are fed directly through to the printer and into the production process, be it digital or litho technology.

Bell continues: "Corequick offers a means of making complex, time consuming and/or repetitive tasks easier. It has been designed to reduce the number of keystroke entries, which is how the most common mistakes are made. By simplifying it, the user can create the item and a proof on the screen in real-time."

The application of brand identity, whether it is through the use of corporate logos or layout and formatting of stationery, can be locked into the system, guaranteeing integrity and avoiding costly reprints or a



multitude of styles. Even regulatory and legal entity information can be included to ensure that what needs to be on a document is always there. Corequick also includes a font integrity tool.

For printers investing in this technology on behalf of clients, it provides an attractive added-value proposition when pitching for work, as well as providing an opportunity to add new items to the system once an initial job has been placed (thus helping to develop the printer/customer partnership). And, because orders can be placed 24/7 the system also helps you provide a faster service of course.

With the automation of repeat work, Vpress claims savings of up to 40 percent of costs can be achieved through the removal of manual intervention in the print workflow. The company says these are complemented by savings of over 70 percent in administration time by having an efficient tool that proofs, saves and manages the clients' requirements, savings which reap rewards for both customer and supplier.

But Corequick does not just eliminate costly processes without providing a facility for companies to keep track of ordering and spending. Key information on cost centres, departments and users can be captured to provide bespoke reports, which can be exported into MS Excel. The system can be configured to allow access to different areas by particular users only, and it adheres to the requirements of the 2007 Data Protection Act regarding secure storage of personal data.