

Project Summary

Objective

- Meet growing demand for seasonal, time sensitive variable data print and distribution projects
- Vet and approve vendor with extensive experience with highly variable documents that met or exceeded data and on-site security protocols

Result

- Goodway Group of Massachusetts' contribution to the ongoing program has increased 30 -50% year over year for several years
- The addition of the Canon VarioPrint Inkjet Color Digital Press has yielded daily print volumes in excess of 350,000 pages

Making the Grade



Growing firm sought to add a regional printer to its vendor base to assure adequate coverage in times of high demand.

An expanding student assessment firm seeking a trusted pool of printers located strategically across the country was in search of a qualified printer based in New England. Because their printed reports are highly variable, seasonal and have very tight turnarounds, the firm assigns each project to one or several printers based on time and capacity constraints. Over the years, their vendor review team has amassed a detailed set of requirements that must be met in order to be considered.

The client's comprehensive evaluation process includes site visits and remote systems shakedown covering such key competencies as data and physical plant security, secure file transfer protocol, prepress, VDP (Variable Data Printing) expertise, digital printing quality and capacity, fulfillment, quality control systems and shipping capacity. If satisfied with the results of the audit, the vendor selection team will add the vendor to their national pool of production vendors.

Goodway Group Case Study

The client's vendor review team chose Goodway for further consideration because of their existing use of VIPP (Variable Data Intelligent Postscript Printware) – an open language software developed by Xerox. Because Goodway's prepress, programming and digital print teams were all competent with VIPP they sailed through the battery of tests administered by the client. After site visit, the review team was confident that Goodway would be an excellent addition to their print vendor base and the first job was awarded a few weeks later.

Volume has increased year over year at rates ranging between 30 and 50%. For the last session, Goodway printed 5 million + pages across eight projects. With the addition of the Canon VarioPrint Inkjet Color Digital Press they have achieved maximum 24-hour production rates in excess of 350,000 pages. Goodway provides the services detailed above under strict, redundant QC protocols. Every step of the process, from file receipt & processing, to color matching, print quality, and above all – data integrity and packaging quality control is engineered to reach zero defect results.

Corporate Background

Goodway Group of Massachusetts is a ninety-year-old privately held print, marketing, and distribution company headquartered in Burlington, Massachusetts. The company has a proven history of recognizing industry trends and responding to those trends with new technology and innovative solutions. Today, the company is focused on developing and delivering web-to-print programs to meet the demands of their clients.

To learn more visit www.goodwaygroup-ma.com or call 781-272-2690