

Moquin counts on Metrix
to speed workflow and
meet customer expectations

Since 1988, Moquin Press has delivered San Francisco Bay-area printers, print brokers, in-house print shops and designers an excellent customer experience, combining fast project turnaround, quality print production, competitive pricing and one-stop specialty die-cutting. Trade professionals are understandably demanding clients, with exacting production and customer service standards, and Moquin Press is committed to exceeding those expectations.

“Trust and confidence are key elements of Moquin’s success. Our clients rely on us to get the work done correctly the first time – on time and on budget – and we rely on Metrix. With Metrix, we work more efficiently and have that ‘can do’ confidence to meet customer deadlines and expectations.”

PETER MONTGOMERY,
DIRECTOR OF PREPRESS AT
MOQUIN PRESS

The Vision

Moquin Press supports a broad portfolio of print work ranging from business cards, posters, and specialty folded brochures to annual reports, books and gang printing.

1



On a typical day, the company runs 26 different jobs on three presses, and host on-site press checks for one-quarter of the projects. With little margin for error, Moquin’s workflow must be as predictable and automated as possible.

When Peter Montgomery joined Moquin Press in 2007, the Preps-supported imposition workflow was a bottleneck. He set his sights on eliminating the rework of 30-40% of the projects due to incorrect imposition, and wanted to introduce JDF automation into the Rampage workflow. With fewer human “touches” his prepress processes would be more efficient, his staff would be more productive, and he would see greater consistency in proofing and color match on press – all of which raise customer satisfaction with quality and deadlines.

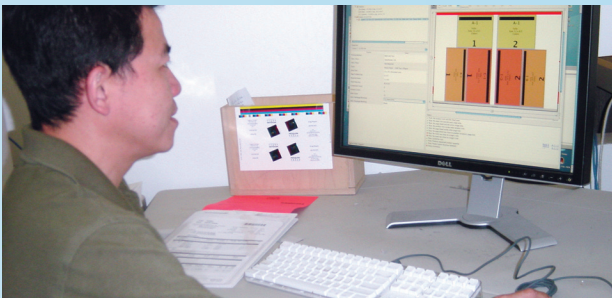
While seeking the best possible imposition program, Montgomery became aware of LithoTechnics’ Metrix, the industry’s leading workflow automation and integration software. He found that Metrix not only delivered improved imposition – but a great deal more.

For envelopes, complex die-cutting jobs, or projects that require a specific layout due to specialized colors and ink coverage, Moquin is delighted with the Intelligent Drag and Drop feature, which enables operators to click and drag products or groups of products, including PDF marks, from one location to another, where they smartly snap to other items on the layout. [“The impact of the Intelligent Drag and Drop feature on our workflow is huge,” says Montgomery. “Complex layouts went from painful to simple with Metrix.”](#)

The Implementation

2

Within 24-hours of installing Metrix, Moquin's two prepress operators were processing projects with the new software. Two days later, Metrix was fully integrated into the company's workflow and within two weeks, the operators felt highly proficient.



The Impact

3

Moquin was among the first wave of printers in the United States to adopt Metrix, and its implementation has helped Peter Montgomery meet his immediate goals of time- and cost-savings in project planning, reduced errors and remakes in prepress, and greater overall workflow productivity.



"Before utilizing Metrix, imposition was a bottleneck, re-dos were common, and the two prepress operators were feeling a lot of pressure," explains Montgomery. "With Metrix we reduced re-do's due to incorrect imposition from 30% to zero. The work just flows." With this increased efficiency, Moquin was able to dedicate its day-time operator to creating impositions, and redeploy one-half of the night shift operator's time to perform RIPing, proofing, and other tasks. In effect, they gained one-half an operator in productivity.

Metrix's Auto Plan feature has also delivered great time-savings during job estimation and layout. When applied to a project that involved printing 30 different products, all of different sizes, featuring PMS colors, and to be run on different forms, **Metrix Auto Plan calculated the optimum layout eight times faster than Moquin's previous planning method.**

From the start, Moquin was able to export JDF files from Metrix into their Rampage workflow, which helped meet Montgomery's goal of "hands off" prepress. Likewise, Moquin has increased automation by utilizing the new Mac OS X version, introduced in Metrix 3. Previously, the prepress operator had to move back and forth between a Mac and a Windows computer. Now he can work uninterrupted on the Mac, saving time, reducing errors, and freeing up a computer.

As Metrix continues to add new features and capabilities, Montgomery looks forward to reaping the software tool's additional benefits.

In the same way that Moquin's success was built on consistently meeting customer expectations, Montgomery credits LithoTechnics for creating a product that reliably delivers on its promise. "With Metrix, I know that my team has a planning and prepress solution that allows them to work as efficiently as possible," concludes Montgomery. "And that frees me up to plan for future automation improvements from a whole new perspective."

With this combination of skilled implementation and vision, the future for Moquin looks very bright indeed.

"With Metrix, the work just flows"



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