

Metrix Streamlines and Standardizes  
Workflow Processes at  
**Worth Higgins & Associates**

WORTH HIGGINS & ASSOCIATES IS THE LARGEST SHEETFED COMMERCIAL PRINTING COMPANY IN VIRGINIA, OFFERING A BROAD VARIETY OF COMMUNICATIONS SOLUTIONS TO ITS CLIENTS IN REAL ESTATE, FINANCE, NON-PROFITS, BANKING, MUSEUMS, PERFORMING ARTS AND MORE.

The company produces annual reports, books, posters, brochures, letterhead, business cards – and even wrapping paper and scrapbook sheets. With this wide range of work, the team at Worth Higgins & Associates recognized that introducing workflow standardization would be a key to raising overall productivity and throughput. Director of Technology Steve Plourde saw a demonstration of LithoTechnics Metrix and knew that the automated planning and imposition software would yield immediate benefits at Worth Higgins & Associates.

“Using Metrix has introduced a new level of standardization to every step in our workflow. The speed, accuracy and consistency of Metrix-generated plans save time and raise throughput in the sales, planning, prepress, the pressroom and finishing departments.”



STEVE PLOURDE  
DIRECTOR OF TECHNOLOGY  
WORTH HIGGINS & ASSOCIATES, INC.

## The Vision

# 1

Worth Higgins & Associates was pleased with its Rampage workflow, but knew that they could achieve greater JDF-enabled productivity with more automated planning and imposition software.



Founded in 1970, Worth Higgins & Associates has an impressive history of continuous growth and customer satisfaction. In part, they credit this achievement to the ardent implementation of leading-edge technologies that help Worth Higgins & Associates – and its customers – attain greater results. Award-winning Metrix planning and imposition software fit perfectly into the company's strategy for success.

Steve Plourde, Director of Technology, recognized a bottleneck in workflow production due to the company's outdated planning and imposition solutions. Too many workers and hours were committed to planning and prepress processes. For example, the prepress team was spending 15-20% of its time building imposition templates. In addition, inconsistent planning output resulted in delays in prepress, press make-ready and finishing. [When Worth Higgins & Associates saw that the easy-to-use Metrix software could combine planning and imposition into one fully-automated step, they knew that they could eliminate the company's production bottleneck, standardize its processes, and dramatically improve job turnaround time.](#)

## The Implementation

# 2

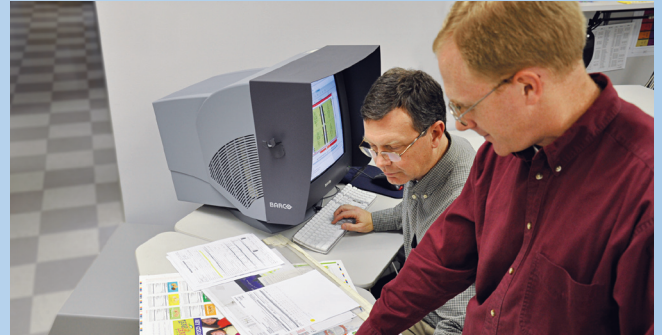
From the start, Metrix was used exclusively for every offset-printed job in the shop, reducing planning and imposition time by up to 50%.



## The Impact

# 3

The entire Worth Higgins & Associates plant enjoys the benefits of bringing Metrix on board.



Scott Schoenwiesner of the Planning and Estimating department, and Mark Chase of the Prepress department recall that Metrix was an easy-to-use and intuitive tool to integrate into in their daily tasks. They attended one half day session of Webinar-based training, and the rest of their learning was self-taught. The benefits over their previous planning and imposition software were immediately apparent: increased capacity due to greater efficiency.

**“We print such a variety of products,”** notes Scott Schoenwiesner, **“that being able to standardize our plans has brought us huge time savings.”** Prior to implementing Metrix, the press and bindery departments would receive three different layouts from three different planners for jobs that were otherwise identical. **“With Metrix-generated plans, all of the projects have consistent layouts and instructions, which makes press make-ready and finishing more accurate and much faster,”** adds Mark Chase. **“We have dramatically reduced spoilage due to incorrect imposition.”**

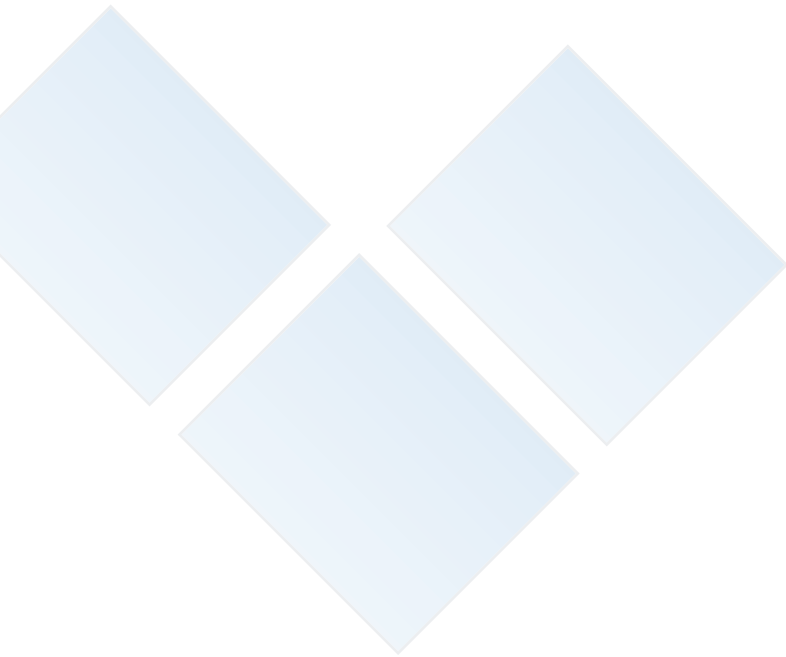
Worth Higgins & Associates is also producing an increasing amount of work using a Web-to-Print workflow. Here, the seamless interface between Rampage, Metrix and JDF are making a significant impact on job-turnaround. Steve Plourde confirms, **“The automation benefits of exporting JDF directly from Metrix to Rampage allows us to compete effectively in the Web-to-Print market.”**

Everyone at Worth Higgins & Associates has felt the positive impact of implementing Metrix. The sales team offers its clients a Metrix diagram, which they use to formulate their projects. This pushes standardization even further upstream, along with predictability and efficiency. The planning and imposition teams have been relieved of repetitious, tedious tasks and now apply their time to more pressing strategic goals. Even last-minute changes are easier to accommodate with Metrix software, where a paper, quantity, or press change can be re-calculated with the click of a mouse.

Schoenwiesner and Chase credit the “responsiveness, excellent service, and enthusiastic support” of the LithoTechnics team with helping Worth Higgins & Associates achieve a more productive JDF and Rampage workflow. And as the company takes the next step of integrating a new MIS system into its automated workflow, they feel confident that Metrix will provide the reliable bridge to make the transition a smooth one.

“These days, you have to continually push to stay on the cutting edge of new technologies,” concludes Steve Plourde. **“With LithoTechnics, we gained an excellent product, Metrix, as well as a team that understands our business and where we want to take it. LithoTechnics is the type of business partner that has proven to be critical to our success.”**

“Metrix standardization has been a huge benefit...”



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