



For Immediate Release

Golley Slater makes over 60% savings by implementing Quickcut

31st October 2005, London: Golley Slater Group, the leading marketing communications and advertising agency, has saved over two thirds of its production costs by bringing ad creation, validation and submission in-house with Quickcut's file creation, validation and delivery service. Implemented in its Cardiff headquarters and soon to be rolled out to each of its 11 offices across the UK, the agency can now be sure that their digital ad files will meet each publication's exact specifications when processed through Quickcut's workflow.

Golley Slater will use Quickcut to control and streamline the creation, colour management, validation and digital delivery for all its print ads. The system was installed and integrated within its production workflow as part of the company's strategy to bring full control of its marketing material production in-house. The initiative has cut expenditure on external agencies by over 60% and has cut production times by over 80%.

The benefit of using Quickcut is that the ad files Golley Slater creates are both created and validated against the exact mechanical specifications and ICC colour profiles for each destination publication, and only when these are met is the file sent to the publisher. As a result both Golley Slater and each publisher are confident that the file will reproduce perfectly without incurring additional handling charges.

Don Watkins, Studio Manager at Golley Slater in Cardiff has been in charge of implementing the software and comments; "Quickcut is a powerful advertising workflow technology. In addition to fast and accurate ad creation, we have noticed two other major improvements in our workflow efficiency with Quickcut. Firstly, we no longer experience 'bottlenecks' caused by ads waiting to be transmitted; and secondly, we receive confirmation that each ad has been received by email, removing the need to fax copy over and phone each newspaper to confirm. The software is easy-to-use and ensures consistent quality. With Quickcut we can be sure that the ads that we send will be accepted without change and print accurately"

Golley Slater sends around 60 colour and mono ads a week to a wide range of some 300 national and regional newspapers and magazines for key clients including Mitsubishi Motors, The Army, Dior, Carte Noire (Kraft Foods) and Portman Building Society.

The Quickcut solution used by Golley Slater includes: QuickPrint, a file encapsulation program that enables the designer to create a file adhering exactly to the specifications of the destination publisher and automatically checks the completed file against those specifications; Quickcut ICC, which applies a publisher's specific colour profile and PageStore, which sends the finished artwork digitally to one or multiple specified publishers.

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Note to editors: a digital image is available on request from laura@splashpr.co.uk

About Quickcut (www.quickcut.com)

Quickcut is the world leader in the provision of fast and efficient validation and digital delivery services for advertising material destined for printed media. Quickcut's range of services have unparalleled dominance in the digital delivery of files between advertisers, printers, trade houses & publishers around the world. Today over 5000 publications internationally use Quickcut to receive validated display and classified ads with over 1.5 million files carried last year. Using Quickcut to deliver advertisements to newspapers and magazines, advertisers can source accurate specifications and copy instructions online at any time, obtain file creation guidance, validate files prior to transmission and transmit directly to the target publication. As a result, repro costs are minimised, errors avoided, and delivery times cut substantially.

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