



## NEWS RELEASE

### **Metcash streamlines its production processes with Quickcut**

*Quickcut enables leading supermarket franchiser and wholesaler Metcash to use a RGB workflow to further increase efficiency and accuracy and streamline multiple production workflows*

**Sydney, Australia, (27 February 2006):** Leading Australian supermarket franchiser and wholesaler, Metcash Trading Limited, has upgraded its Quickcut digital production workflow and image software to support a fully RGB workflow and streamline its production processes.

The ability to store, use and automatically repurpose and convert RGB images quickly and easily to the appropriate format required by a publication or print process has delivered greater business benefits achieving a reduction in production times, delivery of greater levels of consistency and an overall improvement in the quality of printed results.

Commenting on the use of Quickcut, Paul Geoghegan, State Advertising Manager at Metcash said, "Quickcut makes life easier when producing all sorts of graphic work. There are a million things that can go wrong when producing a PDF and Quickcut can eliminate a lot of these problems for you. Quickcut has been excellent in supporting us in our move to an RGB workflow – we could not have done it without them."

While Metcash has a 10-year history of using Quickcut to control and streamline the creation, colour management, validation and digital delivery of all its print ads, the implementation of an RGB workflow with automated conversion was seen by many as a pioneering move in Australia. Yet the solution has proven its worth, as Metcash has gained outstanding results in reducing the time spent on image manipulation, avoiding the potential confusion associated with preparing and storing images in various formats, and improving overall print quality and consistency.

An active advertiser in Australia, Metcash has been using Quickcut to develop and deliver over 12 display ads every week to more than 30 metropolitan and suburban newspapers. They also use Quickcut to support the design and production of marketing materials including catalogues, flyers, circulars and posters, each tailored to the requirements of individual stores, with relative ease.

The Quickcut solution used by Metcash 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 to the ad; and the PageStore database which automates the entire delivery process to one or multiple destinations, automatically managing copy instructions, encryption and security. Quickcut Gallery provides access to the Quickcut Image Library, which contains nearly 35,000 professional product images.

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**About Quickcut**

Quickcut is the world's leading provider of digital advertising workflow solutions and a pioneer in the emerging field of Global Media Exchange, with more than 5,000 companies comprising its broad international client base. These workflow solutions rely on Quickcut's unique and proven software technology to ensure that a broad range of production-ready job files will be properly prepared, colour-managed, validated and delivered according to individual publishing or print specifications, saving time and resources for content creators and receivers. During the last 12 months alone, more than 2 million files representing the full spectrum of print production were developed, validated and distributed to printers and publishers around the world using Quickcut workflow tools.

Headquartered in Sydney, Australia, Quickcut has offices and Licensees around the globe, in Australia, Germany, India, Ireland, Malaysia, New Zealand, Singapore, South Africa, United Kingdom, and the United States. The company also is a member of and strategically aligned with several industry organisations, including: AdsML, CIP4, DDAP, Ghent Workgroup, IDEAlliance, IPA, and PPA. More information about Quickcut is available at [www.quickcut.com](http://www.quickcut.com).

**About Metcash**

Metcash Trading Limited Australasia is a leading marketing and distribution company operating in the food and other fast moving consumer goods categories, with headquarters in Sydney, New South Wales. Metcash acquired leading supermarket retailer, franchiser and wholesaler Foodland Associated Limited (FAL) in early November 2005.

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