



**NEWS**  
**For Immediate Release**

## **Quickcut joins Ghent PDF Workgroup**

**Sydney, Australia – xx September 2005** – Quickcut, a leading international provider of digital production workflow solutions to the advertising, publishing and print industries; today announces its membership in the Ghent PDF Workgroup (GWG).

The GWG is an international assembly of graphic arts professionals established to create, test, and disseminate best practices and specifications for publishing workflows. Quickcut joins other key GWG technology members including Adobe, Agfa, Apago, Artwork Systems, Creo subsidiary of Kodak, CGC, Enfocus Software, Esko Graphics, Global Graphics, Heidelberg, One-Vision, pub-specs, Quark and Screen.

“The Ghent PDF Workgroup is internationally recognised for the valuable work it carries out to standardise PDF production and delivery and its output specifications have become the benchmark for quality PDF assurance,” says Joffre Carter, Marketing Director of Quickcut. “We are committed to the development of open standards that support practical and product-specific applications and look forward to working with GWG on the continued development of robust production workflows.”

David L. Zwang, Vice Chairman of the Ghent PDF Workgroup says, “Quickcut is a welcome addition to the GWG. An innovator in digital file delivery with strong global presence, we look forward to Quickcut’s active participation with the GWG to help improve publishing workflows worldwide.”

Quickcut enables end-to-end, colour-managed, pre-flighted and certified, digital workflows for mono/colour advertising and believes it provides the most detailed and comprehensive PDF checking service. Its applications validate files against 250+ specifications including parameters



such as minimum acceptable sizes for screened text, ink colour weight restrictions, permissions for float and JPEG encoding, minimum and recommended image resolutions, PDF requirements and ICC colour profiles. These are in addition to clear and unambiguous data on the more obvious requirements such as trim, live and bleed dimensions.

### **The GWG best practice specifications**

The GWG defines best practice specifications as guidelines to which a PDF file should conform in the production and pre-flighting of PDF files for a variety of applications. The specifications are sets of guidelines based on, and compliant with, ISO PDF/X standards; and enhanced with additional guidelines to support different market segments, different output processes or different workflows (today) i.e. magazine advertising, newspaper advertising, commercial sheet offset, web offset and (near future) packaging, silkscreen, large format digital, and gravure printing. Enhancing the existing (PDF/X) standards with practical, vertical market specifications and best practices allows for more secure and productive digital workflows. The specifications are a compilation of best practices achieved in the publishing industry.

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### **About The Ghent Workgroup**

Formed in June 2002, the Ghent PDF Workgroup is an international assembly of graphic arts professionals established to create, test and disseminate process specifications for best practices in graphic arts workflows. Members comprise graphic arts associations in Belgium, The Netherlands, France, Switzerland, Denmark, Italy, Austria, Norway, The United Kingdom and the United States, as well as observer-status organizations from Sweden, and Germany. For more information about the Workgroup, its members and objectives, visit [www.ghentpdfworkgroup.org](http://www.ghentpdfworkgroup.org)

### **About Quickcut ([www.quickcut.com](http://www.quickcut.com))**

Quickcut is the leading international provider of digital production workflow solutions to the advertising, publishing and print industries, and the only company that uses each publication's exact production specifications, including colour profiles, to guide and manage advertising materials from the point of creation to the point of print delivery to ensure quality results. The company counts over 5,000 clients and Licensees worldwide distributing more than 1.5 million print advertising files annually through the Quickcut PageStore network. These include: Advertisers: JWT, McCann Erickson, DDB London, AMV, M&C Saachi, BBH, Leo Burnett, Euro RSCG, BBDO, Ogilvy & Mather, DDB, EMI, UMI, Time Warner, Ryannair, TUI, Qantas. Publications: News Corporation, Financial Times, Conde Nast UK, The Economist, Axel Springer AG, Publiprint (Le Figaro), Le Monde, Vum, Irish Independent, Gruner + Jahr, Hubert Burda, The Guardian Group, Associated Newspapers.

Headquartered in Sydney, Australia, Quickcut Ltd. has offices and Licensees around the globe, in Australia, Germany, India, Ireland, Malaysia, New Zealand, Singapore, South Africa, United Kingdom, and the United States. More information about Quickcut is available at [www.quickcut.com](http://www.quickcut.com).

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