PUBLICATIONS

Project Description

The produced book is 448 page annual publication. The Guide is a key component of the province's tourism marketing and is distributed across the country as well as being available for order on-line. The Guide highlights tourist destinations throughout the province with concise text and vividly colourful images.

Challenge & Solutions

The printing of the Guide is tendered to suppliers across the country with a focus on cost effective production. Lowe-Martin won this year's bid as a result of competitive pricing and the ability to guarantee a high quality finished product.

The Guide is designed with colour coded tabs throughout and multiple cross-overs, requiring the highest attention to colour management and accuracy from press through to bindery. The client identified colour inconsistencies as a problem with previous years' production and particular challenges with the printing of cover imagery.

Lowe Martin staff were brought together for a pre-production review of job requirements to ensure companywide understanding of client expectations and to help refine project workflow for optimum results.

Production began with customer press approvals on the cover form to help set the standard for the balance of the run. The printed result was well received and press work proceeded without issue.

Outcome

Our Customer indicated that they were very satisfied with the quality and service level provided by Lowe-Martin. The individual attending press and bindery approvals was able to return home 2 days ahead of schedule, entirely confident in Lowe-Martin's ability to exceed expectations.

Production Specifications

Quantity: 105,025

Cover stock: Creator Gloss Cover 8pt FSC First 48 pages stock: 45lb #4 Gloss Text FSC Balance of stock: 38lb #4 gloss Text FSC

448 pages + cover, Perfect Bound with automated blow-in bookmark.

