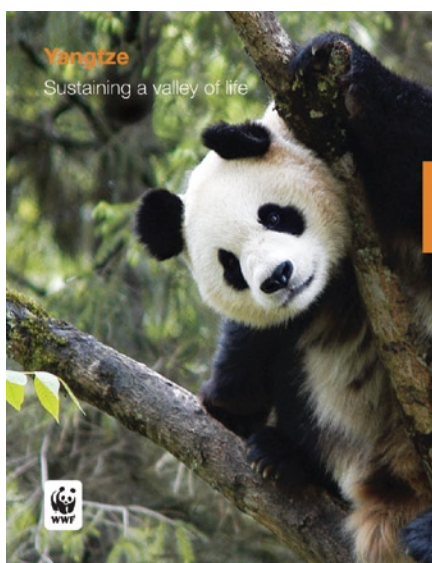




Favorite color: green

Adobe® technologies streamline operations for environmentally friendly print service provider



Printers work with hundreds of colors each day, but Monroe Litho clearly has a favorite: green. The company's commitment to the environment is evident in its use of wind power; certification by the Forest Stewardship Council (FSC); and a workflow based on Adobe Creative Suite® software and Adobe Portable Document Format (PDF) that helps the company boost productivity, prepare jobs faster, and deliver a higher-quality product. With a client roster that includes five of the top ten environmental organizations in the country, Monroe Litho is clearly striking a chord.

“Adobe Creative Suite and Adobe PDF have streamlined our process from both a design and a printing perspective, enabling us to work quickly and efficiently and deliver the highest quality product for our customers,” says Randy Allen, vice president of prepress for Monroe Litho.



Adobe Creative Suite 3 Design Premium products work together in harmony to create a superior finished product for Monroe Litho customers like World Wildlife Fund.



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Monroe Litho

Growing a strong business

Monroe Litho was founded in 1945 to provide local customers with exceptional printing and mailing services. Over the next 25 years, it gained a reputation as a dependable provider of typesetting, one- and two-color printing, and mailing services. In the early 1970s, Monroe Litho began to offer four-color printing. By the mid-1980s, the company had built a national reputation for a high level of service and quality.

Today this commitment to quality also extends to protection of the environment. Although printing and environmental stewardship may seem mutually exclusive, Monroe Litho has found ways to optimize its digital workflow and minimize paper use while promoting the eco-conscious efforts of organizations like Conservation International, World Wildlife Fund, Nature Conservancy, National Gallery of Art, and the American Museum of Natural History.

An environmentally friendly workflow

Monroe Litho uses the Kodak Prinergy Workflow System, which features Adobe PDF as its internal file format, to ensure a polished finished product and minimize the need to repeatedly print proofs. The company receives 50% to 60% of customer files in Adobe InDesign®, 10% to 15% in Adobe PDF, and the rest in other native file formats.

“Monroe Litho is working to train customers to create print-ready Adobe PDF files,” says Allen. “By delivering their files in Adobe PDF, customers can reduce their prepress expenses and paper use, and help ensure that their jobs go through production quickly and accurately, without a lot of rework.”

Powering customer satisfaction

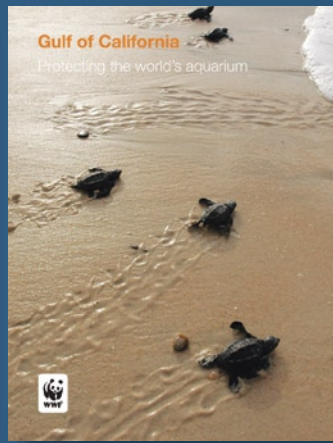
World Wildlife Fund, the largest multinational conservation organization in the world, relies on Monroe Litho to print its brochures. The organization makes a point of working with companies that share its passion for the environment.

In 2004, Monroe Litho became the seventh graphic communications company in the country to be certified by the Forest Stewardship Council (FSC), an organization that World Wildlife Fund helped initiate. The FSC is an international, not-for-profit organization that ensures forests are managed in a responsible manner that makes them a truly renewable resource.



Coral Triangle

The world's most abundant variety of corals and sea life



Gulf of California

Protecting the world's aquarium

Monroe Litho uses Adobe software to enhance color quality, ensuring that images printed on 100% recycled substrate maintain their depth, texture, and visual impact.

“Monroe Litho ensures that projects carrying the FSC designation are produced from pulp that comes from forests managed according to proper environmental practices and encourages customers to produce projects on FSC-certified paper to conserve even more resources,” explains Allen.

In 2006, Monroe Litho produced more than 50 FSC-certified jobs; however, using products that are FSC-certified comes with a challenge. The paper used to produce World Wildlife Fund brochures is on a 100% recycled substrate. “Printing a brochure on 100% recycled material is much more difficult than printing on a virgin sheet that is coated,” says Allen. “The properties of the paper are much more porous and absorb the vegetable-based inks, thus removing the detail, flattening the images, and in many cases not allowing pictures to pop.” Addressing this challenge is where Adobe software and complementary products and solutions have a role.

Working digitally, preserving quality

After receiving InDesign files from World Wildlife Fund, Monroe Litho runs the files through Markzware FlightCheck and Exentis Preflight Pro to check images for resolution and color, verify correct fonts, and ensure embedded images are not missing. Operators may also open files in Adobe Photoshop®, Illustrator®, or InDesign software to check bleeds, colors, and other characteristics. “Part

of the beauty of the Adobe and third-party products is that they all work together in harmony,” says Allen.

To help ensure quality, Monroe Litho has done extensive testing on different uncoated, recycled sheets to determine how to produce a superior finished product. The company also uses Adobe software and other digital technologies to adjust files in advance to prepare them so the final output will look exceptional. Monroe Litho uses Adobe Photoshop to convert RGB photos to CMYK and make corrections to enhance the color. Curves built in Adobe Photoshop can be applied to color before and during plating.

In the next step, an operator creates a preliminary Iris or laser proof and sends the file to the internal planning group to confirm colors, sizes, and other details of a job. After the job has been through planning and assembly, it is sent to the digital proofing system. The final step is refining the file in the Kodak Prinergy System and producing a soft-proof Adobe PDF file that is sent to the customer to view and edit.

Finishing files before printing

After Monroe Litho has received final approval from the customer, operators once again check the file to ensure correct job impositions, type of paper, and designated quantity. The Adobe PDF file is then sent to the digital Kodak Magnus 800 platesetter to create plates for the printing press.

Company

Monroe Litho

Rochester, New York
www.monroelitho.com

Challenges

- Produce high-quality printed pieces on 100% recycled material
- Ensure proper color matching for art galleries and environmental agencies
- Reduce prepress expenses for customers

Solution

- Educate customer on how to deliver files in Adobe PDF
- Streamline prepress processes with Adobe PDF workflow
- Use Adobe Photoshop to adjust colors to match customer requirements

Benefits

- Consistently meet high quality standards
- Reduce waste and increase productivity
- Gain advantage over competition
- Support goals of eco-conscious customers with socially and environmentally responsible practices

Toolkit

- Adobe Creative Suite 3 Design Premium. Components used include:
 - Adobe InDesign CS3
 - Adobe Photoshop CS3 Extended
 - Adobe Illustrator CS3
 - Adobe Acrobat® 8 Professional
- Kodak Staccato software
- Markzware FlightCheck
- Exentis Preflight Pro
- Apple Power Mac G5 and MacBook computers
- Dell PCs
- 40-inch Heidelberg Speedmaster CD 102 press
- Kodak Magnus 800 platesetter

Conservation Science

Building a foundation for lasting, measurable results



Monroe Litho's uses an Adobe PDF workflow, which supports the company's commitment to environmentally friendly technologies that reduce waste and improve productivity.

"The Adobe PDF workflow is smooth, very editable, consistent, and repeatable. By reducing errors and enhancing efficiency, our Adobe PDF workflow helps us boost productivity and cut down on wasted materials."

Randy Allen,
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Monroe Litho

Monroe Litho uses advanced Staccato technology to better control the color for longer print runs, to capture greater detail in printed pieces, and to offer a wider range of colors. This stochastic screening process provides greater on-press stability for color-critical work, such as flesh tones and fine details, and ensures that process-color builds remain consistent.

"Our goal is to show customers a proof and then match it on press," says Allen. In addition to working with art galleries and environmental agencies, where proper color matching is a must, the company also does a lot of color-critical work involving major retouching from ad agencies in New York. Monroe Litho uses the Channel Mixer in Adobe Photoshop to correct color.

Furthering environmental goals

In addition to streamlining its eco-friendly workflow to minimize paper use and maximize efficiency, what differentiates Monroe Litho in the printing business is that it purchases renewable energy certificates covering 100% of its electricity needs. The company's annual wind power purchase offsets approximately 2.5 million pounds of carbon dioxide (CO₂) that would have been released into the atmosphere through conventional power generation. This is the equivalent of planting 134,000 trees, eliminating 1.7 million miles of automobile driving, or taking 140 cars off the highway every year.

Perhaps most importantly, Monroe Litho believes adopting an Adobe PDF workflow supports the company's commitment to environmentally friendly technologies, products, and services. "The Adobe PDF workflow is smooth, very editable, consistent, and repeatable," says Allen. "By reducing errors and enhancing efficiency, our Adobe PDF workflow helps us boost productivity and cut down on wasted materials."



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