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ColorQuick, a Leader in Web-To-Print Workflows, Launches New Corporate Website

PENNSAUKEN, NJ (July 2008) – ColorQuick, a leading developer of automated web-to-print workflows, announces the launch of its new website at www.colorquick.com. The new site contains a more clearly defined description of the company's mission and core product and service offerings, as well as corporate information of interest to potential customers, investors, and affiliates.

Web pages are now organized in consistent ways, making it easier for visitors to browse categories or jump from one product description to another. Enhanced graphics and a new layout improve the user experience, highlighting ways in which ColorQuick's toolbox of innovative solutions apply to specific business communication challenges.

Wide Range of Tools for Success

One of ColorQuick's flagship products, Improv, is a web application that allows a customer's design team to create powerful document templates with rules to control usage. Once created, these templates can be accessed by designated users throughout a company to create documents on-demand, plugging in specific information to meet their needs. The usage controls assure brand consistency, adherence to corporate policies, and regulatory compliance where applicable.

Another ColorQuick offering, CQ Print, provides a web-to-print workflow for printing that is not generated from a template. CQ Print provides a powerful print estimating application to calculate costs, and generates a collection of print specifications that the submitted production file must meet for optimum quality reproduction. The user can save a print quote, and upload custom postscript or PDF files. The system will then automatically check the file against the estimate's specifications to ensure high quality printing. A short time later, the user receives a color managed and trapped soft proof. Once approved, the job is on its way to press.

magSend, ColorQuick's web-to-print system for ad submission to magazines, is recommended by almost every major US publisher. This system provides a complete online pre-press service to ensure that ads reproduce properly in the publication of the user's choice. Various types of proofs are available in this workflow, as well as access to The Vault™, ColorQuick's Digital Asset Management System.

(more...)

A Vault for Digital Valuables

The Vault, ColorQuick's digital asset management tool, is an intelligent storage system for artwork, lists, and documents. This system provides users with immediate access to their previously approved documents, templates, artwork, and lists. Extensions to track licensing, rights management, and even physical inventory are available. In addition, there is a robust sharing and security model, allowing only designated users to obtain access to files.

ColorQuick also offers a direct mail/list management tool called QuickMail. Through a user-friendly web interface, QuickMail offers a wide range of benefits, from automatic data mapping, using patent pending data connectors, to free Delivery Point Validation (address checking required by the US Post Office). QuickMail allows for easy deduplication, merge and purge, PURL generation, and license and response tracking.

"Each of these tools can be used on its own or in whatever combination will best enable a customer to achieve a specific goal," says ColorQuick President Mark Weiss. "Through our new website, customers will be able to see how they can use these products, along with our consulting services, to push their messages to their target market faster and more cost-effectively than ever before."

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ColorQuick, based in Pennsauken, NJ, was founded in 2000 with the mission of streamlining the creation, control and distribution of marketing documents using constructive imagination, teamwork, and technology.

If you'd like more information about this topic, contact Andrea Lipenta at alipenta@colorquick.com, or 888-256-4440, ext 340.