

**MEDIA RELEASE****GEON ACHIEVES FIRST AUSTRALIAN 100% ISO SCORE**

GEON Group has announced the roll out of leading ISO 12647-2 Lithographic and ISO 12647-7 Digital Colour Management system across the workflow at several locations over the coming months. The Banksmeadow site, in east Sydney, is the first location to receive the world class accreditation. The combination of CGS ISO proof certification, Fogra certified proofing media and the PrintSpec software provides the GEON Group with a highly efficient and accountable ISO verification system.

Implemented by DES, PrintSpec software is the market leader for colour professionals wishing to comply with the ISO 12647-2 certification. The three day implementation process was performed by GEON staff under the guidance of David Crowther from DES. During the implementation, all aspects of the reproduction and print process were checked and measured. This resulted in GEON passing their first PrintSpec audit for 12647-2 Proficient Printer with flying colours, achieving a rare 100% ISO score of excellence!

David Crowther from DES commented, "It was a pleasure to implement PrintSpec at GEON. By the end of the implementation they were inspired and motivated by this structured approach to standards and colour quality control."

Tracey Read, NSW Customer Solutions Manager is a huge supporter of the system and the benefits it brings to the customer's colour requirements. "The ISO 12647 system provides GEON and its customers a proven solution in regard to the management of colour sensitive campaigns. A target proof can be run prior to final submission of campaign artwork to ensure that the file setup is correct, which eliminates re-proofs and minimises press adjustments. Customers and their agency partners alike can have total confidence that the proof supplied is on target, and is truly representative of the press results. The final certification sticker is attached to every proof and will allay any doubts with the measureable LAB targets clearly shown."

The benefits to GEON are greater colour quality control bringing reduced make ready times, reduced waste, quicker turnarounds, more effective communication and therefore, increased customer satisfaction.

Peter Boots, NSW Pressroom Manager and elected 'Colour Champion' will now lead the GEON technical team on using PrintSpec to provide ongoing colour quality analysis and fine tuning. Peter commented, "The main issue today in our industry world wide is consistent and repeatable results of printed materials. The ISO 12647-2 system allows you to measure and control your own



environment to ensure these results. The implementation process was guided by DES, their staff were professional and informative, allowing us to achieve the level of 100% accreditation on our very first attempt. I can not be more proud of the team work between all the GEON departments to achieve this result.”

Shane Smithe, GEON Group Process and Operations Improvement Manager, stated “the benefits of the ISO 12647-2 and ISO 12647-7 implementation are immense, ranging from time saved in attaining color, faster client approvals, less paper waste and ultimately, satisfied clients. Due to the thorough preparation of the team at GEON, with guidance from DES, the Certification was achieved in the expected timeframe.”

With the Banksmeadow site now accredited, DES is completing the national Printspect ISO 12647-2 rollout across other GEON sites over the next few months. The Dee Why site in North Sydney is the next location to receive the ISO 12647-2 implementation, followed by GEON’s Mt Waverley site in Melbourne. The flagship Docklands digital site will shortly be accredited to the ISO 12647-7 standard as well.

## **ENDS, EDITOR’S NOTES TO FOLLOW**

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## **EDITOR’S NOTES**

### **1. GEON GROUP**

With locations throughout New Zealand and Australia, GEON Group – New Zealand and Australia’s leading visual communications business – is a market leader in providing integrated visual communications solutions. Services include creative design, data management, direct marketing, digital media, print, warehousing and fulfilment and mail.

GEON was formed by the consolidation of some of the most highly regarded print and communication businesses across New Zealand and Australia.

As a privately owned company – backed by Gresham Private Equity, alongside private shareholders and employees – the Group employs more than 1,600 staff and generates annual revenues of approximately NZ\$470 million. In New Zealand GEON employs around 400 staff and generates annual revenues of approximately NZ\$100 million.

The GEON executive and senior management team is headed by Chief Executive Officer, Graham Morgan – who reports to the GEON Board of Directors, led by Chairman, Sandy Maier.



GEON has established skills, capabilities and proven methodologies to guarantee supreme services and end results to clients throughout New Zealand and Australia. These have been created by learning the 'best of breed' practices across the Group.

For more information about GEON, please visit our website at [www.geongroup.com](http://www.geongroup.com)

