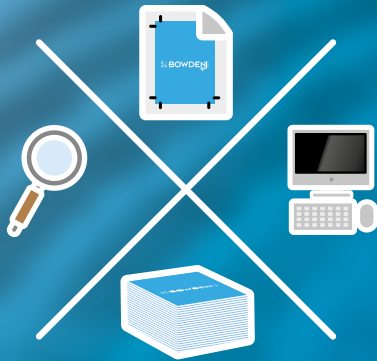


give yourself the advantage

## Case Study

# Proof... make changes... and proof again... sometimes a nightmare!



**The Proofing Studio**  
move from ideas to reality faster  
[www.theproofingstudio.com.au](http://www.theproofingstudio.com.au)

### **Client: Big Red Dog**

**'The dog has learned a unique set of tricks over the years.'**

Big Red Dog has a focus on business; what makes them tick, their company goals, what they are striving for. With this philosophy they are able to contribute strategically to their client's big decisions, from service structure to brand and product names. \*

### **Challenge:**

When it comes to print, how can Big Red Dog put their ideas and design onto paper and easily... and if the design needs to be altered... how can they make changes... and proof again quickly?



**“Having a direct link into a production based digital workflow was excellent, it made the process so seamless. I was able to work on my design easily and create a hard copy printed proof, could make alterations and proof again. What could have taken days, was done in hours”**

## **Solution:**

Lead designer from Big Red Dog, Roger Smith visited the 'Proofing Studio' to beat this challenge. By working within the environment of the Bowden Print Group in a dedicated proofing studio, Roger was given access to our digital workflow, was able to proof on high end digital presses, make changes and proof again instantly.

The process was not a quick one, and it never should be. Sitting in the proofing studio was like a second office as Roger had access to the full Adobe CS, was linked to our Wi-Fi and was able to create an instant 'hot desk' environment.

## **Outcome:**

- Instantly printed proofs
- Time to market lead times shortened dramatically.

## **Process:**

- Utilisation of a dedicated proofing studio linked to a digital workflow
- Access to up-to-date Adobe CS.
- Instant proofing

