

give yourself the advantage

Case Study

ADELAIDE QUEER ARTS & CULTURAL FESTIVAL 11 NOV - 26 NOV 2017 **FEAST**

One need... two solutions

Project/Objective

Print and deliver 20000
2017 Feast Festival guides.



Working in the arts and festival environment, the collaboration of everyone involved is crucial to creating a great festival. Working with artists and venues always provides challenges, and our partners are a key part of the overall success of the festival.

Margie Fischer, Head of Feast





Challenge

The Feast Festival required 20000 programmes to be printed... the printing was not the problem... the timeline was.

Solution

Talking time, albeit short, to sit with the team from Feast, we identified that of the 20000 print run they required only 200 for their media launch within the short time frame of 24 hours with the remainder to follow a few days later. 200 within 24 hours was ideal for our digital workflow.

Outcome

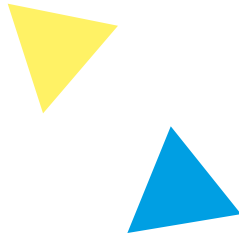
24 hours later and the 200 programmes were delivered.

Process

Splitting the print run between offset and digital was an easy task for the Bowden Team.

The Bowden Print Group digital workflow has 4 digital presses which gives us additional capacity to take on work with tight deadlines.

The programme was printed in full colour on our digital matt toner press with the quality, look and feel of an offset printed piece. And with inline finishing capabilities the booklet was completely finished from start finish with no time delaying touchpoints that at times can slow many important processes of a print workflow.



Digital matt toner bridges the gap between offset print and digital print creating a product that makes it difficult to see the difference.

