

For Immediate Release

ColorQuick.com Launches Beta Site for Automated Print-Estimating Technology

PENNSAUKEN, NJ, AUGUST 29, 2000—ColorQuick has selected CRW Graphics to beta-test its automated print-estimating technology. The application service provider delivers the immense computing capability of the Internet to commercial printers so that they can make their products easy for their customers to purchase.

For the first time, a printing client can, with a few mouse clicks, define a printed product—whether it is a simple flyer or a more complex document —generate an instant quote and actually initiate pre-press production.

“In August of 1999,” says Mark Weiss, president and founder of ColorQuick, “we proved the technology by passing a print job automatically through our entire pre-press production process. Instead of taking two or three days to give a customer an estimate and a proof, a printer can now do it using ColorQuick’s patent-pending workflow in a half-hour.”

CRW Graphics will implement the system both internally and externally. Even if a customer is not web-enabled, a CRW salesperson or customer service representative can use the ColorQuick system to meet their clients’ printing needs.

“We’ve built it to work for lay people,” says Weiss, “so when you give it to a professional, the learning curve is very short. A lot of issues that are problematic now can be eliminated through self-service and ColorQuick technology.”

ColorQuick unveiled the business-to-business (B2B) service to the printing and publishing market at Seybold San Francisco 2000 on August 28. Seybold’s editors were so impressed with ColorQuick—which automates pricing, order entry and pre-press functions—that they selected it as one of only 25 HotPicks out of hundreds of products and services exhibited at the exposition.

CRW Graphics, known for its high-quality printing services, is one of the largest commercial printers in the Philadelphia area with between \$12 and \$13 million in annual revenues. Commercial printing, a \$130-billion industry, is an area where automation can mean huge savings. ColorQuick’s completely digital workflow technology eliminates direct labor from estimating and pre-press functions. This has a significant positive impact on workflow, alteration and approval cycles, and organization structure and costs.

For more information:

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