ColorQuick

PRESSTIME

ColorQuick's Operational Excellence Recognized by Cisco Systems

ColorQuick Recognized for Operational Excellence in Cisco's Growing with Technology Awards Program

PENNSAUKEN, NJ (December 2006) – ColorQuick, a leading developer of automated web-to-print workflows, is First Runner-Up in the Operation Excellence category of the 2006 Cisco Growing with Technology Awards Program.

The national competition, run by Cisco Systems, recognizes the creative ways small-to-medium sized organizations are using technology to unleash their potential through the power of the Internet or network. ColorQuick's patented online prepress service attracted the attention of the judges by using the Internet as a production tool to produce world-class quality results while saving clients time and money.

The Operational Excellence category focuses on the creative use of the Internet (as well as networking technologies) to improve business-to-business relationships, resulting in more productive and effective business processes. The winners serve as role models and best practices for businesses that want to use technology to fuel growth and compete more effectively. A panel of 10 judges selected 15 winners in five categories from more than 400 applications.

"This year's winners have proven that there is a correlation between a company's investment in networking and success," said Peter Alexander, Vice President, Commercial Marketing, Cisco Systems. "ColorQuick was selected because they stood out as an organization that uses a network to create sustainable, competitive differentiation, while improving operational efficiencies and effectiveness."

magSend, ColorQuick's online magazine ad trafficking service, was specifically identified for its innovative workflow. magSend's web-based system allows advertisers to prepare an ad for a publication within 10 minutes at a fraction of the cost of traditional prepress. The browser-based workflow draws from a database of publisher specifications for digital ad submission and provides users with a simple graphic interface that shows how the ad will fit in the space purchased. The speed and ease-of-use has made the site a popular gateway for international advertisers wishing to place ads in publications produced in the United States.

In accepting the award, ColorQuick President Mark Weiss quipped, "ColorQuick is the first printer in 300 years to get a technology award – the last one, also from the Philadelphia area, was Ben Franklin."

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The ColorQuick is a leading developer of Web-to-print solutions. Using a fully automated and patented process ColorQuick provides real time results for a fraction of the cost of conventional prepress processing, at a consistently high quality level. ColorQuick's unique process allows clients to compete work that once took days in a matter of minutes.

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