

[-] ABOUT HOMEWOOD

Homewood Press started as a traditional printer 85 years ago and has evolved into a provider of custom offline marketing solutions. Our strength is helping customers identify what they want to achieve, while providing the insight and tools to get them there – within budget. We specialize in techniques including the latest in sensory communications, direct mail, literature and more to help your business make an impact. It's all part of what makes Homewood a solutions provider and not just another printer. For more information, visit homewoodpress.com or call **800.478.0691**.

[-] SITUATION

IMCO Carbide Tool is a northwest Ohio manufacturer and global distributor of precision cutting and milling tools. Just as the company was about to print 10,000 four-color offset versions of its new 88-page high performance end mill product catalog, IMCO's marketing coordinator notified Homewood that 25 catalogs were urgently needed for use at the impending International Manufacturing Technology Show in Chicago. As there was no way the previously scheduled offset run would be completed in time, an alternative solution was required to accommodate the quantity for the IMCO exhibit at the show. In addition to time constraints, a significant challenge involved maintaining color accuracy, resolution and quality of product images and overall layout of the catalog.

[-] SOLUTION [Click to see the finished project](#)

Homewood turned to the newest press in its equipment portfolio – the Heidelberg Linoprint – to address the IMCO challenge. The result was a short run of catalogs that not only met the customer's time and quality requirements, but provided a higher end look than anticipated and saved the company from a potentially costly reprint.

Upon notification of the need for catalogs at the show, Homewood produced a sample directly on the Linoprint, complete with square-edge binding instead of the saddle-stitch binding frequently used on print catalogs. The square edge gives a perfect-bound look to literature at a fraction of the cost. A Homewood sales representative delivered the mock-up to IMCO, and joined the company's marketing coordinator, Ashley Lockhart, for final review prior to printing. During this session, Ms. Lockhart discovered incorrect placement of an image which would have been apparent to the IMCO sales team and booth visitors at the show, and subsequently would have led to a reprint of the overall run of 10,000 catalogs had it gone to press as originally scheduled.

At the completion of the project, Ms. Lockhart shared: "This was our largest catalog in the last four years. It had lots of color-critical glamour shots and many pages of technical information that support IMCO's position of moving industry forward with new technology. The color quality and sharpness of Homewood's short run was virtually indistinguishable from offset, and the proof review with their representative prior to proceeding with the overall run afforded us an opportunity to change an incorrect image."



Power. Precision. Performance.

CASE STUDY

IMCO Carbide Tool
Product Catalog
September 2014



© 2015 Homewood Press. All rights reserved.



"IMCO moves industry forward with the latest technology. Homewood's forward-driven thinking not only complements our positioning but got us out of a bind." *Ashley Lockhart, Marketing Coordinator, IMCO Carbide Tool*

[-]HOMEWOOD
offline marketing solutions