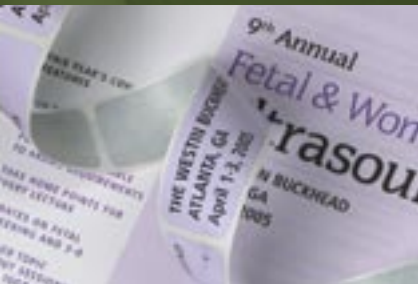




Ripon in Action



The watchful eyes and creativity of quality/resource manager Deba Horn-Prochno (left), CSR Joe Putzer (seated) and finishing tech engineer Jerry Eiler helped IAME identify and resolve a data problem.

Resolving a Customer Proofing Error. Occasionally mistakes happen in spite of the latest technologies and everyone's best efforts. Ripon's customer commitment is to respond rapidly in correcting any errors – regardless of fault – and then use the event as a training opportunity to help prevent similar errors from occurring in the future. Our criteria for error resolution begins by responding to any questions or concerns within 24 hours. Included in most responses is a manager-level report of the investigation.

Ripon also maintains a running sample program in both the pressrooms and bindery to help identify the extent of any production-related defects. But errors can occur anywhere in the process, and Ripon is always prepared to act quickly in the customer's behalf to resolve any problems. This brief case history of proofing errors that occurred on a non-profit organization's seminar announcement illustrates Ripon's problem-solving approach, hustle and resourcefulness.

Challenge | A leading medical training institute discovered errors related to the hotel location and event date on 40,000 seminar announcement brochures. Overlooked through several rounds of proofing, the errors were caught after printing but prior to binding. The customer anticipated high potential “repair” costs as well as a late mailing date, which could negatively affect attendance.

Solution | Ripon quickly presented two alternatives. The first was to reprint the 40,000 signatures, which would cost \$5,000. The second option was to create and apply a printed sticker that would blend into the page and correct the copy errors. Total costs for printing the stickers and machine applying them was \$3,000.

Results | After choosing the money-saving option, the customer was delighted that the stickers looked aesthetically pleasing and felt they actually helped highlight the vital information on the page. A little Ripon scheduling flexibility and hustle (provided at no extra charge, of course) also preserved the customer’s mail date.

