

Our services

Design

FAB Design is incumbent within The Prestige Group offering services independently as well as part of the more holistic integrated solution. On that basis their contribution is invaluable, as it facilitates the provision of the ultimate design for print delivery.

From a process perspective, interfacing seamlessly with our creative partner ensures campaign continuity, streamlined workflows and ideal communications between the creative and technical process for our clients, helping to control colour and brand integrity, manage timelines and optimise costs.

Global process management

Prestige Graphics Asia Pacific is The Prestige Group's provider of bespoke packaging services to clients sourcing General Merchandise products within Europe and Asia.

Operating from our office in Hong Kong this specialist division provides service enhancements that delivers quality and value to our clients brands by driving consistency and accuracy throughout the packaging process.

Our vision for Asia Pacific is to support all of our clients major sourcing hubs from Bangalore to Shanghai. Through strategic development plans our aim is to establish partnerships from our print base alliances across the globe.

Technology Solutions

Prestige Solutions for Business delivers 'off the shelf' enterprise solutions as well as developing custom software bespoke to our clients. We have a suite of tools at varying levels which makes it attainable for all. We achieve such diversity by combining experience, strong emphasis on project management and clear project definition delivering effective technology solutions in conjunction with our market leading software development partners.

3D virtual imagery

Our creative studio personnel take 3D beyond its original purpose, as a design preview product, to deliver a more powerful set of tools that our clients use to communicate ideas to their wider audiences faster and more cost effectively.

Replacing photography, which is static and usually requires expensive re-touching prior to final application, with more dynamic 3D imagery reduces time and cost within pressing campaign activity.

Using Prestige Graphics for 'photo real' graphics services, our clients can see a finished product or concept before any production to enable:

- Design exploration / creative concept visualisation
- Photography replacement for brochures, catalogues, point of sale
- Merchandise planning (virtual aisle creation)
- Presentation / marketing support material
- Advertising graphics
- General research and development

Given the stage at which our virtual services can play a major part, our 3D capabilities have become an intrinsic aspect of campaign performance management and a true decision support tool.

Workflow development

Workflow development is the process by which desire meets practicality. We design bespoke timelines embodied with campaign criteria highlighting key milestones such as approval deadlines and file to printer dates to ensure our clients recognise their responsibilities.

Clients can monitor task progression online and in real time, thus significantly speeding up the time consuming progress chasing of a potentially diverse supply chain by phone, email and word of mouth.

Print ready file production

This is the technical consolidation of artwork and reprographics production processes to produce data for the varying marketing communications products. After consultation with the creative and printer partners involved in the campaign, we capture both aesthetic and technical data to produce print ready files to suit the actual presses intended.

Pre-production, the brief is interrogated to ascertain if any existing data is stored within the respective client area of our asset management database, **OPAL**. If relevant, this data can be re-purposed to minimise re-working, optimise the brand integrity and avoid unnecessary client spend. The outcome is always the most consistent and cost efficient result regardless of substrate, print process or graphics product.

Colour management

Poor colour management is costly in more ways than one and is cited as one of the primary reasons why marketers budgets were exceeded, brands weren't trusted and campaigns were late to market.

Why compromise your brand integrity and corporate identity with a non-specific approach to what can be a fully integrated, managed and monitored process? We promote a colour management system that produces colour standards through a forensic process involving suppliers of substrate, ink and print supported by our own experienced technical support teams.

We manage data across all print processes and printed products to ensure that your brand represents your business as intended – accurately, consistently and cost effectively.

Print technical services

Pre-press services are the bridge between conceptual creative ideas and a tangible printed product, taking the emotional through to a practical solution. Our technical services team therefore manage all aspects of the process with a 'can do' approach underpinned with years of technological evolution to support any and every campaign.

Starting from the premise 'can the design be printed?', the team can work with printers to initiate trials, assess performance, investigate print issues and suggest improvements. This offers our clients comfort in the fact that as well as having a performance vehicle with the right drivers, we also have technicians with relevant industry knowledge to deliver advice and management expertise.

Printer partnering

As a result of more than 30 years experience, Prestige Graphics have enduring relationships based on trust with printers throughout Europe. We partner our clients printers, working alongside them to ensure that we provide them with print ready data based on their individual press capability and characteristics.

Our technical services team visit printers when appropriate to accumulate specific press data. This enables us to manage colour specifically per printer and ensures that each and every file or set of plates we supply can be printed to its pre-approved target, fulfilling our mutual client's expectations every time.

Our capacity to provide proofs and plates of all types is pitched to ensure our printer partners and end clients campaigns are never compromised.