

What we do

Our approach

We believe that our success comes from focusing fully on what our clients businesses need from us. That is why we partner with them to review processes, understand true requirements and create a bespoke set of services and workflows that will provide effective and efficient solutions to the challenges they face...

Beginning with the end in mind... The foundations to any successful campaign need to be in place long before the creative or production process begins. We discuss our clients requirements with them to make advance judgements, to ensure the concept to shelf process is unbroken and delivered to expectation.

Consultation with Creative Agencies... We recognise that it is a priority to build professional relationships and discuss projects in detail so our alliance enables the clients vision as intended.

Consultation with Printers... We capture technical press data to predict the outcome prior to print production and provide print ready files that optimise press capability.

Clarifying expectations... Our project management teams scope out the campaign critical path, communicate the full project expectations to all key stakeholders and confirm costs before any production begins.

Delivering to brief and budget... Using our proactive project management and production skills, we promote ownership within the agreed processes to meet deadlines to budget.

Continual evolution... We never stand still! We systematically analyse and review active processes - designing, testing and implementing revised versions where necessary.

Project Management

The key to our project management success stories are based on working in partnership throughout the entire graphics supply chain. Whilst ensuring that we take ownership of the end to end process, we understand and appreciate the roles and responsibilities of our clients and all other key stakeholders.

All too often it is forgotten that to enable both client and supplier to achieve success they need to rely on each other, and others within the supply chain, to deliver results. We work alongside and compliment our clients as partners within their own process offering commitment, flexibility and expertise with the ability to deliver ahead of expectations.

Integration for added value

Our objective as a truly collaborative group of companies is to manage and re-purpose data to deliver consistency, speed of time to market and cost control. This is achieved through the integration and blending of processes and services usually supplied by several disconnected providers in a supply chain.

This meeting of minds, each expert in their respective field, successfully delivers campaigns across the varied forms of marketing communication. We remove communication breakdowns, costly re-working and colour consistency issues to orchestrate the flawless event.

Regardless of substrate or print process, our partnership with your printers will ensure they can print to match your expectations. The final step in delivering the perfect printed result!

Information and data management

The need to organise, evaluate, process and monitor brand activity is in the ascendancy. Even in the most process optimised organisations, managing vast amounts of collateral is still a logistical nightmare. Besides managing project components and deadlines internally, a wide range of external agencies are usually involved, necessitating a targeted and robust solution.

The Prestige Graphics technology infrastructure provides two levels of asset management tools, both designed to assist businesses access and manage brand and campaign data. Our internally developed **OPAL** system (**O**nline **P**roject **A**pproval **L**iaison) delivers live project management, workflows, viewing and approval, reporting and image databases.

Prestige Graphics are also a strategic partner to Kodak, enabling us to offer what is arguably the most advanced product of its genre: '**Design 2 Launch**'

Kodak's Design 2 Launch is a set of integrated modules that manage marketing content and collateral from initial concept to final production using sophisticated workflow management software. When integrated, the modules form a platform that can track and manage project status information, streamline approval processes, enable the sharing of multiple file formats and provide editing and proofing tools both for copy and imagery.

Design 2 Launch functionality is secured within a controlled user environment and provides the ideal choice for businesses that need to manage larger volumes of digital assets between internal functions and external agencies on a domestic, pan European or global basis.

Environmental

Packaging is essential in protecting products so that our clients customers can enjoy them at their very best. As well as keeping food fresh until consumption, it carries marketing and important consumer information and presents the product attractively on shelf.

Our aim is to help our clients achieve these goals whilst working with them and their supply chain partners to use less packaging, more recycled and recyclable materials and more innovative packaging formats and materials.

By working as an integral part of the product development and packaging design processes, we can ensure that all of the structural packaging and material requirements have been assessed and that the possible weight reduction and environmental benefits have been realised using the "reduce, re-use, recycle" ethos.