

## **Binary Graphics Re-releases Digital Mechanical Standards to Increase Prepress Profitability at the Commercial Printing Plant**

SEATTLE, December 2002 - Binary Graphics announces the re-release of a pragmatic solution to the poorly prepared desktop files robbing printers of their prepress profits. Digital Mechanical Standards (DM/Standards) is a comprehensive collection of file preparation guidelines telling graphic designers the right way to prepare their desktop publishing files. First sold in 1994 as a guidebook used by printers coast-to-coast to educate their customers, DM/Standards is fully updated and offered as a popup window floating over a printers website.

“It was true in 1994 and it’s true today, most of the files printers get have problems.” says John Knapp, President of Binary Graphics. “Prepress operators scramble to fix them to get the job on press and often, the customer isn’t billed for those repairs. Preflighting files when they get to the plant isn’t the solution; that’s like closing the barn door after the horse is gone. To succeed, printers must avoid problems before they occur by telling designers how to prepare their files.”

Binary Graphics hosts DM/Standards and updates it constantly. Printers make it available to their customers by simply adding a link their website. While DM/Standards describes a standard approach suitable for all applications and platforms, each printer has the option to edit the information tailoring DM/Standards to their production environment and workflow.

Knapp continues, “Printers benefit three ways when they put DM/Standards on their website. First, productivity goes up when problems go down which translates into bottom line profits. Second, since they’ve told their customers what to do, printers now have the option to charge customers for file re-work if they wish. Third, they can estimate their prepress more accurately since they can finally make safe assumptions about the incoming materials.”

Binary Graphics is offering introductory pricing through **May 31, 2003** and printers who are members of PIA/GATF affiliate organizations are eligible for discounted members only pricing.

Binary Graphics is a Seattle based firm providing high-end support to the graphic arts industry. Since 1987, Binary Graphics has been helping commercial printers with electronic prepress issues, workflow engineering and productivity training. Binary is now focused on helping a wider range of commercial printers by releasing a comprehensive suite of products.

For more information, contact John Knapp at (206) 669-2020 or visit <http://binarygraphics.com>.