

*For immediate release*

**For further information, contact:**

Jennifer Piano <press@spencer.com>

1-631-367-6655

## *SpencerMETRICS* PARTNERS WITH GLOBAL PRINTER QUAD/GRAPHICS FOR DIGITAL PRINT PRODUCTIVITY INTELLIGENCE

Melville, NY – 5 March 2015 – The *SpencerMETRICS* system, a measurement and analysis tool that provides real-time data measuring digital-press productivity, will be installed by Quad/Graphics, Inc., to help increase productivity.

*SpencerMETRICS*' efficient shop floor data collection, centralized data storage and analysis, and real-time, intuitive productivity intelligence reporting will enable Quad/Graphics, a leading global printer and multichannel solutions provider, to make proactive process improvements for key parts of its current digital print platform, enhancing its ability to serve customers.

Quad/Graphics plans to install the *SpencerMETRICS* system on a variety of digital presses in many of its U.S. direct mail, commercial & specialty and publications production plants. The *SpencerMETRICS* system works with any digital press regardless of make, model, or type, so technologically diverse printing companies such as Quad/Graphics are able to realize operational efficiencies across their platforms. The system's cloud-based architecture allows real-time analysis at each print site as well as on-demand analysis for the entire platform.

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– Mike Stark, Quad/Graphics

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“We are thrilled that industry leader Quad/Graphics recognizes the value of *SpencerMETRICS*, and will deploy it within their digital platform,” noted David Spencer, President/CEO.

“We look forward to using *SpencerMETRICS* data-based analyses to enhance digital printing operations, supporting our continuous improvement efforts in the plants that will use the system,” said Mike Stark, Quad/Graphics Director of Continuous Improvement. “We particularly appreciate its scalability, depth of analysis and ease-of-use.”

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SpencerMETRICS

Dedicated to serving the user needs of modern production printing through innovative software solutions and services, SpencerMetrics LLC was recently spun off from the *spencerLAB* division of SPENCER & ASSOCIATES PUBLISHING, LTD. Since 1989, the *spencerLAB* independent testing facility has earned an international reputation for expertise in color print quality. Leading firms also rely on *spencerLAB* to benchmark Consumable Yield/Cost-per-Print, Reliability, Usability, and especially Productivity metrics for a wide variety of printing technologies – inkjet, toner, thermal, photographic, etc. *SpencerLAB* also provides focus group management, benchmark test software/hardware, and custom consulting.

Quad/Graphics

Quad/Graphics (NYSE: QUAD), a leading global provider of print and media solutions, is redefining print in today’s multichannel media world by helping marketers and publishers capitalize on print’s ability to complement and connect with other media channels. With consultative ideas, worldwide capabilities, leading-edge technology and single-source simplicity, Quad/Graphics has the resources and knowledge to help a wide variety of clients in distinct vertical industries, including but not limited to retail, publishing, insurance, financial and healthcare. The Company helps clients perform better in today’s rapidly changing world through innovative solutions that improve efficiencies, reduce costs, lift response and increase revenue. Quad/Graphics provides a diverse range of print and related products, services and solutions from multiple locations throughout North America, South America and Europe.

For further details, please contact  
[spencermetrics@spencer.com](mailto:spencermetrics@spencer.com) and  
[www.spencermetrics.com](http://www.spencermetrics.com).

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