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## COLORFX GAINS OVER 8% PRODUCTIVITY WITH *SpencerMETRICS*

With nearly 30 years of commercial printing service, **Colorfx, LLC** is Iowa’s largest privately owned commercial printing and marketing services company. Headquartered in Des Moines, the company has additional locations in Boyden and Waverly, Iowa. Colorfx’s digital printing depends on efficient operations to successfully deliver quick turnaround times for their customers.

Colorfx boosted their capability to meet high-volume digital print demands by adding a digital web press to their portfolio. They realized that in order to optimize their press usage a system that provides press-centric analysis would help them gain insight into their operational productivity. Since their MIS provided only job-centric information, Colorfx partnered with *SpencerMETRICS* to obtain this productivity intelligence. “The *SpencerMETRICS* system lets me measure press operation information – a complement to the job-centric information from our MIS. The system has become second nature to our operators”, said John Yeager, Digital Production Supervisor of Colorfx.

The *SpencerMETRICS* system provided an ideal solution. With training in less than an hour, the unique ‘plug-and-play’ installation was complete. Cloud-based, real-time, shop floor data analysis was immediately available to Colorfx.

Colorfx press operators tracked how press time was being spent during their multi-shift 24/7 operation. Incorporating over two years of real user feedback in its development and refinement, the intuitive user interface of the *SpencerMETRICS* system enabled efficient collection of operator knowledge critical to understanding press downtime issues. The quick touch data entry panel facilitated tracking of everything on the press from Startup, Job Setup, Printing, Service calls, Repairs, etc., along with sub-categorized events and operator comments.

After collecting data to establish trends, Colorfx reviewed the results of the *SpencerMETRICS* productivity analysis. The presentation of results in the *SpencerMETRICS* analytics portal provided simple, easy-to-understand, graphics that quickly pinpointed the potential obstacles to productivity and opportunities for improvement. With the associated quantification of these productivity bottlenecks, Colorfx gained some key insights on how to further optimize their press operation. They realized that with a change in production workflow and updated maintenance practices they could reduce bottlenecks and further increase their press productivity and utilization.

Colorfx implemented changes based on the results of this analysis. After a few months of using the *SpencerMETRICS* system, the productivity analysis showed that the corrective actions had translated into higher productivity – ***an increase of 8.4% more sellable output in the same operational time with the same staff.***

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***“ The management portal neatly summarizes the data while easily letting me access the details. The ability to compare shift to shift, day to day, and month to month allows me to keep production on task through training or changes to procedures. Productivity is up; thank you SpencerMetrics.”***

– John Yeager,  
Digital Production Supervisor, Colorfx

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For a press running at 260 ppm, 8 hours per shift, 3 shifts per day, 6 days a week, 50 operating weeks per year, with sale price of a Letter/A4 printed piece of 5¢, additional productivity of 8.4% would be worth \$471,744 – **nearly a half-million dollars** in additional annual revenue with associated profit – without additional resources: the same staff in the same time.

Calculate your potential savings at [www.spencerlab.com/testing/productivity/Calculator.asp](http://www.spencerlab.com/testing/productivity/Calculator.asp)

Visit: [www.spencermetrics.com](http://www.spencermetrics.com) or email: [spencermetrics@spencer.com](mailto:spencermetrics@spencer.com)



## ABOUT *spencerLAB* DIGITAL COLOR LABORATORY

Celebrating more than 25 years of industry service, SPENCER & ASSOCIATES PUBLISHING, LTD. has earned an international reputation for expertise in Color Print Quality and Consumable Yield/Cost-per-Print. *SpencerLAB* DIGITAL COLOR LABORATORY, its independent test division, is recognized as a leader in unbiased, third-party digital image testing. Leading vendors also rely on *spencerLAB* to benchmark Running Cost, Throughput Performance, Reliability and Usability, and Productivity metrics for a wide variety of printing technologies – inkjet, laser/LED, thermal, and photographic, etc. *SpencerLAB* provides leadership in quantitative and qualitative comparisons – test and evaluation services, focus group management, compliance certifications, benchmark test software/hardware, and custom consulting.

For more information, please visit [www.spencerlab.com](http://www.spencerlab.com).

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