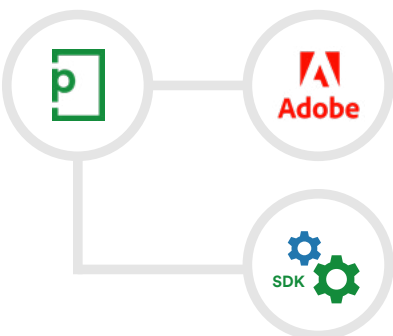


CASE STUDY

Modernistic

Sector: Print production





ROBERT WALES

Director of Information Services

We interviewed Robert after 12 months of using PageProof.

Before PageProof

Many workflows resulting in inefficiency

Modernistic offers fast, creative, and efficient print solutions. With a variety of clients that each have different printing requirements, there were multiple review and approval processes for proofs before finding PageProof. Some methods that Modernistic used before moving to PageProof included: email, file transfer protocol (FTP), and other file sharing providers.

“Because there were so many methods it led to a lot of confusion and ambiguity when it came to identifying the correct files. Which resulted in misprints and missing deadlines.”

74%

of businesses report they need to switch between many different tools to get their jobs done.



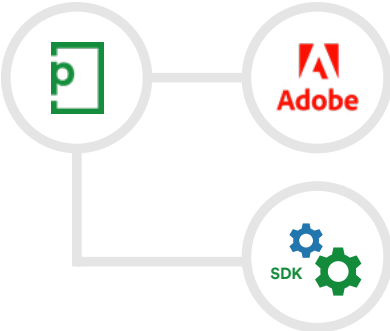
Source: Hubspot - A crisis of disconnection

Challenges to solve

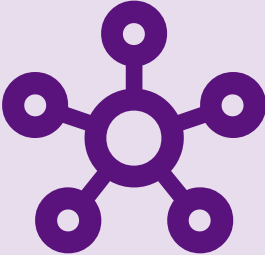
Integration with internal systems

Modernistic’s projects and print jobs are tracked through industry-specific applications and scheduling systems. They required a solution that integrated with these key internal systems as well as others, like Microsoft Teams and Adobe Creative Cloud – a solution that was easy to use out of the box.

“ It wasn’t a hard decision to make to go with PageProof. ”



Modernistic’s solution includes: PageProof, the Adobe add-on, and use of the PageProof Software Development Kit (SDK).



Integration with other technologies is **just as important as functionality.**

[Forum One’s Choosing the Right Martech](#)

Key requirement

One source of truth

SDK customers are seeking a built-in review and approval solution that is first-class. For Modernistic, it was vital that PageProof integrated into other systems in order to establish a single source of truth. This means that everyone in the company has access to the same approved artwork – from any system they are working in.

“
All of our operators – whether printing, cutting, or packaging our products – look at the approved proofs as part of their process.
”



PageProof is deeply integrated with Adobe Creative Cloud apps.

64%

Marketers who have integrated tools are 64% more likely to have a **very effective** marketing strategy.

Hubspot 2024 State of Marketing

After implementing PageProof

Reduced mistakes & increased efficiency

It is essential that all materials are printed without mistakes. Through both Modernistic’s use of PageProof and the Adobe add-on, working through comments marked for actioning is seamless. Both the comment and its associated markup are displayed directly on top of the artwork in Adobe InDesign (and other Adobe creative apps), reducing the chance of potential errors. Designers can quickly work through to-dos, marking each change made as done and creating a new proof version directly from within their Adobe apps.

“
It’s hard to put a number on mistakes that aren’t happening anymore – because now we catch them. Additionally, we are getting our proof approvals back much faster from our customers now. It’s really streamlined our entire proof process.
”

1/2

Modernistic reduced proof iterations by half after switching to PageProof.

Unexpected benefits

Automatic reminders are game-changing

Automatic reminders send friendly notifications to reviewers who haven't finished reviewing the proof – without you having to lift a finger.

“ *We didn't expect the positive impact that reminders have had on our processes as well as our customers. It's been a game-changer for our project managers. We don't need to manage or chase customers for approval. It's been a huge help.* ”



3 days

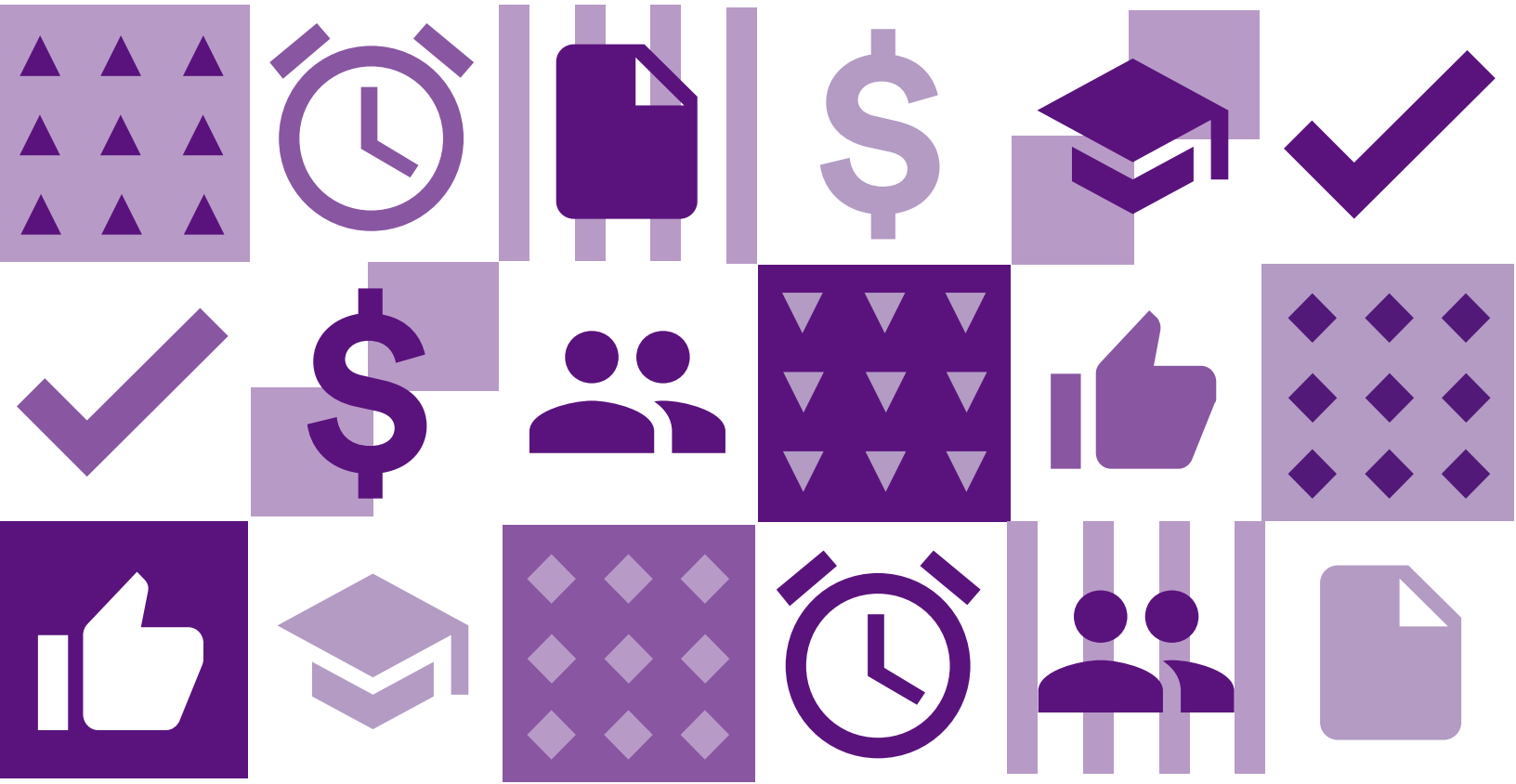
Modernistic was able to reduce their time for approval from **5 to 3 business days** after switching to PageProof.

Most valuable feature

Comparing versions

An important part of the online proofing process is checking whether changes that were asked for have been actioned. PageProof offers both side-by-side compare and smart compare, where differences are automatically highlighted for you. No longer is comparing artwork versions the chore it used to be.

“ *Our people really love the version comparison, and of course the commenting and live feedback features.* ”



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Contact us

hello@pageproof.com

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