



*“Everything nicely integrated into a total flow”*

Based in Steenvoorde, France, Nord'Imprim was established in 1976 and has since 2009 been managed by Mr. Philippe Debryne. An SME with 48 employees, it specializes in small and medium runs, providing its customers with services from prepress to postpress.

:Apogee workflow at Nord'Imprim in France

With its employees, Nord'Imprim continues to build its future by investing in new machines, notably 2 Komori H-UV: a 4-colour and an 8-colour perfector.

That is how Nord'Imprim recently responded to new challenges. One of the biggest challenges was the implementation of PSO (Process Standard Offset) certification according to ISO 12647-2. UGRA, an independent certification body verified all our production stages and found them to conform to the standard.



# Customer Testimonial



This includes the quality of our customer relationships, the reliability of our prepress operations, and the conformity of print quality with the ISO standard.

We had the pleasure of asking a few questions to Mr. Philippe Moreaux, Prepress Manager at Nord'Imprim.

## ***Mr. Moreaux, what exactly is PSO?***

*It's a worldwide standard that allows us to certify to the customer that they will have the same print results as those obtained with any other PSO certified printer, even one that is located in China.*

*In other words, it guarantees the customer that they will not become hostages to our print services when they need to reprint or even modify some of their files. Our print quality is certified to conform to the results obtained at any printing company that meets the same quality criteria.*



Nord'Imprim prepared this certification in partnership with Agfa Graphics, covering all steps of the printing process, redefining and repositioning the importance of each element in the process as well as their purpose and first-rate quality. The tools were not only reviewed and perfected, but their use was also improved. This was not only some kind of on-the-job training for the employees, but also a step forward to regularity in the printing process. "The most notable change is that today, when we come across a problem, we are capable of identifying the source and dealing with it in an appropriate and swift manner", stresses Philippe Moreaux.

## ***And what is the role of Agfa Graphics in this?***

*With its experience in the graphic arts industry and the different certifications it holds, Agfa Graphics was ideally placed to provide these services in a professional manner, and to prepare us for the acquisition of the certification.*

*Agfa Graphics has thus helped us in becoming autonomous. In doing so, we believe Agfa Graphics explicitly and significantly positions itself as the leader in its field of expertise.*

*Such a service perfectly fits in with our partnership concept, which is based on a relationship of trust between professionals. Today, with the acquisition of 2 Komori H-UV machines, we maintain constant contact with Agfa Graphics for the use of the Azura TS plates and blankets.*



*To manage our web communication, Agfa Graphics recently deployed a print preparation portal, which enables us to meet the diverse expectations of our clients by facilitating the downloading of files to be printed and allowing them to validate proofs prior to printing.*

*All of this is nicely integrated into a total flow that takes into account our specific requirements as a printer.*

*Two custom-made instruction sheets allow clients to familiarize themselves with the new system and advise them on how to correctly prepare their files.*

## Customer Testimonial



*However, many customers still come to use to validate their proofs, which allows us to discuss their print jobs. Of course, we take this opportunity to guide them through the good practices for the production of the different files that they send to us for subsequent integration into our PSO process, and we also invite them to use web tools.*

*In the end, it brings benefits on several fronts, mainly in terms of the serenity that is provided by the certainty of being able to deliver top quality printing and to respond to our customers' needs.*

**Want to share your Apogee experience with others? Contact us: [Apogee@agfa.com](mailto:Apogee@agfa.com)**

**More customer testimonials can be found on the AgfaGraphics website:**

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