

## **GI Solutions and RealVue3D**

GI Solutions is one of the UK's leading Print Management solutions providers, offering an impartial and consultative approach to clients' print and communications needs.

The company, part of the GI Solutions Group, has evolved to meet the needs of its clients wanting innovative and cost effective ways to design and manufacture printed products both in the UK and in the Far East.

Making effective judgements on quality and cost of print production and then delivering against those decisions requires a combination of capability and experience that can be hard to find. At GI Solutions, they have that combination and have used it to provide valuable efficiencies for end users and outsource companies alike.

Offering a broad range of services including Security Printing, Business Forms, Promotional Print, Direct Mail Campaigns, Catalogues and Coffee Table Books, GI Solutions understand that innovation in manufacturing and at the business end are vital to their success. That's where RealVue3D has come in and added new tools to their array of services and solutions.

Paul Thomas, Managing Director of GI Solutions, instantly recognised the benefit that the print simulation tools within RealVue3D could bring to customers and the business.

"When we first saw RealVue3D, we were very excited. We recognised early on how it could help us and our clients visualise the creative products we design and produce, without having to spend time and money producing mock ups and samples."

Paul continues, "We are an inline printer so the RealVue3D features like folding, spread splitting and cutting compliment our workflow very well. The software enables us to apply our own branding to the simulations so our customers are in no doubt who it is that is providing them with the unique solutions. The interaction they get with the simulations never fails to draw a positive reaction."

Andrew Wilkes, Pre-Press Supervisor at GI is also impressed. "We are beta test partners for RealVue3D and are always willing to test the new features that FFEI are developing. The software is easy to install, easy to use and robust so we have no fears about bringing it in to our production. The ability to control the look and feel of the simulation to match the design intent and change it if necessary in a matter of seconds allows us to get to the final printed and billable product a whole lot quicker and, because we can simply e-mail the simulations to our customers, with a greatly reduced environmental impact."

RealVue3D has added a new dimension to the services that GI Solutions provide and they moved quickly to capitalise on the opportunity and implement the tool. "We visit large Print and Packaging fairs across the world and have shown many people this wonderful product. We intend to make it work hard to the benefit of our customers and our business" concludes Paul.

**ENDS**