



Troy McCulloch, Pre Press Manager, Advocate Printing

Advocate Printing & Publishing was founded in 1891 and is currently the largest independent printer in Atlantic Canada. With headquarters in Pictou, Nova Scotia and New Brunswick, Advocate services not only Canada but the Atlantic Provinces and the Eastern seaboard. The company's clients include Sobeys, Progress Magazine, Saltscapes Magazine, GNC, Stanfield's and Clearwater.

In addition to the Pictou location, Advocate Printing & Publishing operates Maritime Press in Moncton, New Brunswick and St. Croix Printing and Publishing in St. Stephen as well as eight other publishing and print sales offices, seven newspapers and 14 community and trade magazines, a flyer distribution company and a pub in downtown Pictou! The printing business includes production of national flyers, magazines, print collateral such as brochures and business cards.

Advocate Printing began looking for fresh workflow solutions in 2006 as Troy MacCulloch, Pre Press Manager explains "...after attending a trade show in Toronto, we realised that RealVue3D would help meet the changing needs of our customers and provide us with an important edge in these tough economic times..."

Advocate Printing decided to purchase RealVue3D in April 2007 and Troy noticed "...during the early concept stages, RealVue3D has almost eliminated the need to construct paper mock-ups. We easily produce between 25 – 30 printed mock ups per annum with hours of production required per mock up. Each mock up had a cost of between \$250.00 – \$500.00 depending upon the complexity of the folds and trims." Troy goes on to say, "Plus, there are things you cannot replicate in a printed mock up and allow clients to see before committing to print such as the complex print finishes we offer. The great thing about RealVue3D is that it enables us to show our clients the spot varnishes and special inks available, allowing them to visualise how these effects will look before the job is printed."

Troy continues: "RealVue3D has paid for itself many times over and has saved us hundreds of dollars per job especially since our furthest clients are on the west coast

of Canada and the USA as well as Europe, our courier costs typically ran into thousands of dollars per year."

Troy went on to say: "RealVue3D has not only saved us huge amounts of time and money but the software is incredibly easy for both the printing and design departments to use.

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**Troy MacCulloch, Pre Press manager,
Advocate Printing**

RealVue3D continues to help streamline the concept selection process and helps us maintain print integrity ensuring 'right first time' printing and finishing."

Advocate Printing operates with the ideology, "If we can help our customers succeed in their business we will succeed in ours." Advocate Printing and Publishing has earned a reputation as a company that combines experienced workmanship with modern technology and it seems that with the help of RealVue3D, Advocate is continuing to meet and exceed the challenges and expectations in the printing and publishing arena.

Case Study

For more information and to trial RealVue3D please visit: www.RealVue3D.com

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