



Steve Pearce, Managing Director, Rubicon Marketing

Rubicon Marketing was formed in 2006 and is a full-service marketing agency based in Bristol, England. They work with a broad range of clients, both B2B and B2C, principally in design for print, so RealVue3D has been successfully utilised throughout their client base and it has been very well received.

Maria Poole, a Graphic Designer at Rubicon Marketing, first came across RealVue3D via the internet and decided to take advantage of the 14 day free trial of the software, giving an experience of the full range of features including special effects and complex folds. After trialing the software and realising the benefits it provided in design concept selection and approval, giving the ability to show their clients a virtual 3D visual of their job prior to print, Steve Pearce, the Head of Marketing at Rubicon, agreed to the purchase and installation of the software throughout the organisation. Rubicon Marketing have been using RealVue3D for 18 months and noticed a significant change in their pre-production output.

and the end result of their job in 3D reality before we print. The use of paper mock ups has been cut by 50% which has made our workflow a lot more time efficient."

"...This translates into a huge cost saving of around £100 per job."

Steve Pearce, Head of Marketing, Rubicon Marketing

Steve identified the significant savings made,

"RealVue3D has huge time saving capabilities, saving us as much as two hours per job, over a year this proved to be a number of weeks saved, which translates into a huge cost saving of around £100 per job which is pretty significant in the current economic climate.

Steve concluded "RealVue3D does exactly what it says on the tin".

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**Steve Pearce, Head of Marketing,
Rubicon Marketing**

Steve Pearce explains "Everyone has found RealVue3D simple and easy to use, but when someone came across aspects of the software they were unsure of, they referred to the help menus which are self explanatory and provided us with all the early support we needed."

"Our clients love receiving the 3D simulations of their work and RealVue3D has helped improve communication with our clients and they like to see the development of

Case Study

For more information and to trial RealVue3D please visit: www.RealVue3d.com

FFEI Ltd, Graphics House, Hemel Hempstead, Herfordshire, HP27SU, United Kingdom