

## Nickel Acme Printers, Inc. – Better Light Brings Consistent Results

**Company:** Nickel Acme Printers, Inc.  
Sudbury, ON Canada

**Profile:** Nickel Acme is a small commercial printer that has been serving the greater Sudbury, Ontario area for over sixty years. They service a diverse customer base which includes clients from the mining, health care, education, and retail industries.

When working on a project, Nickel Acme becomes part of the customers' creative team. This allow them to share their expertise and to offer suggestions on how to improve the project. They pride themselves on the long-term relationships they have established with their customers.

Nickel Acme's equipment portfolio includes letterpress, offset, digital, and wide format printing technologies.

"We value the relationship we have with our clients and invest in the necessary resources to meet their changing requirements. Adding an ISO compliant viewing station from GTI gave us the consistent lighting conditions we were seeking for color proofing and customer approvals."

Brigitte Bere  
President, Nickel Acme

**Challenge:** Quality requirements from their customers were increasing. At the same time they were producing more projects that consisted of pieces printed using different print technologies that needed to be color matched.

Visual color matching for production and customer approvals was occurring in regular office light. This was not a consistent viewing environment and could negatively influence the quality of their printing, especially when working with original artwork that needed to be color matched.

**Solution:** To establish a consistent viewing environment, Nickel Acme purchased a GTI EVS Executive Viewing Station. They chose the EVS-2028/FS model which includes a 20" x 28" viewing area and a height adjustable (at set-up) floor stand.

All EVS color viewing stations feature ISO 3664:2009 D5000 accuracy and consistency, LiteGuard II lamp usage monitoring, a built-in print bar, and horizontal and vertical viewing positions. Side walls are available as an option.

To further enhance their color capabilities Nickel Acme also purchased a digital press with color calibration built in.

**Results:** The EVS viewing station provides a consistent ISO 3664:2009 viewing environment that is not affected by ambient light. This has resulted in a better communication with customers about color quality and fewer proofing cycles.

Knowing that the color they see today will be the same as they see tomorrow, the staff is working with more confidence. The GTI EVS-2028/FS has also created a more professional review process during customer visits to their shop, and solved the problem of inconsistent lighting during the proofing and customer approval processes.



EVS-2028/FS