

HEADLINE

DESIGN & PRINT



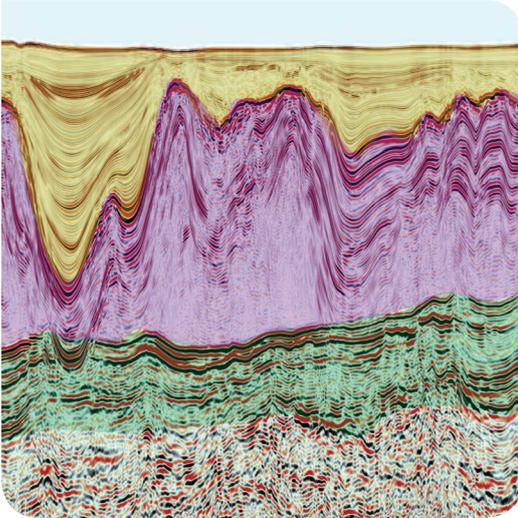
Working in the
oil & gas sector



Working with
clients in Woking

A company with worldwide operations, Spectrum Geo has its design and marketing team in Woking. With a busy annual events schedule, brochures, fliers, banners and exhibition panels are produced and sent out across the world.

Client Profile:



Spectrum is established as a key player in the seismic services market. The company focuses on delivering high-quality Multi-Client seismic data and holds the world's largest 2D Seismic library. The company's brochures and exhibition panels are designed by the marketing team in Woking and delivered worldwide for events and exhibitions.

"It's the turnaround time or lack of it! Speed, accuracy and delivery for the same price as average printers"

Beci Phipps, Graphic Designer



Beci Phipps, Graphic Designer, Spectrum Geo

"I started working 3 years ago with Spectrum Geo as their in-house graphic designer, serving the company's worldwide design needs. Brochures and exhibition posters make up a lot of what I do. As an experienced graphic designer I had a number of good printers that I had used in previous roles and wanted to weigh up my options, even though Headline were the incumbent printer for Spectrum Geo.

Not long in to the role I needed a set of A4 brochures printing quickly. My printing contacts weren't able to meet the deadline but Mark was. Shortly afterwards I needed some Foamex exhibition boards running out at the drop of a hat. In what must be some sort of record, the job was with me 30 minutes after briefing it in. Speed of service, together with accuracy

is basically the hall mark of what Headline do. The fact our offices are nearby is also a benefit.

When it comes to cost and speed of printing Headline can't be beaten and I've shopped around. I used to obtain quotes to ensure best value, but Headline's quotes showed they were no more expensive than other printers. As our relationship and the trust has built up over time, I'm comfortable not needing to ask Mark to quote for every job, and that's a position that he and the team have earned.

I value that when I call and say I'd like something printed on the same stock as a job we did 9 months ago, they appear to have total recall and will know what job, what stock and what quantity while I'm still struggling with a helpful description for them!"

Headline makes my job a whole lot simpler, when we are asked to take it to the wire I know we can say ok, as Mark and his team will be able to cope with what sometimes seems impossible print turn round times. A lot of what we need printed is deadline driven, especially for overseas exhibitions where the panels and collateral need shipping. Sometimes I'm waiting around for final approval, thinking we're never going to press on time... But because it's Mark I know that we will.

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