

For immediate release

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CELEBRATING ITS 25TH ANNIVERSARY, SPENCER & ASSOCIATES IS PROUD TO CONTINUE SERVING THE DYNAMIC DIGITAL COLOR PRINTING INDUSTRY

SPENCER & ASSOCIATES has been a leading business consultancy and independent test laboratory for the printing industry since 1989

Melville, NY, 15 January 2014 — SPENCER & ASSOCIATES PUBLISHING, LTD., a premier provider of consulting and testing services, test software and systems for the printer industry, is celebrating its 25th anniversary. SPENCER & ASSOCIATES and its testing division, *spencerLAB*, provide technology solutions, business consulting, training, and support to companies for which printing is mission-critical – providing independent testing, white papers and reports, test software, and product selection, workflow, productivity, and color management expertise. Over these 25 years, SPENCER & ASSOCIATES’ integrity and commitment to its customers have remained the highest priorities.

“Having been fortunate enough to participate in the progress from typewriters, black & white impact dot matrix, film printers and offset presses to today’s world – desktop laser and inkjet printers, MFPs printing a page-a-second, digital color presses producing millions of individual pages-per-month, digitally printed car and bus wraps, billboards, wallpaper, clothing – it has been an exciting experience, to say the least,” said David R. Spencer, Founder and President of SPENCER & ASSOCIATES. **“Being in business for these 25 years has only been possible through our extraordinary employees and our loyal customers,”** he added. **“As the company has grown, we have been able to maintain the same business principles that got us here – integrity, shared vision, customer satisfaction, and the willingness to go that extra mile.”**



As part of its 25th anniversary, the company is ramping up its launch of *SpencerMETRICS iDPA*, a software tool that helps printing firms to increase press productivity in our increasingly competitive market. This patent-pending product won a MUST SEE ‘EMS award during the PRINT 13 release of the PLUS version, which is now shipping.

SPENCER & ASSOCIATES began operations at the beginning of January 1989 in order to contribute printer technical and marketing expertise across the industry. The initial focus on technology-blind Color Print Quality – through analysis, consulting, and printer test file software – was welcomed by manufacturers and large users alike. In 1992, *spencerLAB* was launched as a separate division in order to provide independent test and comparative evaluation services to the digital printing community, with free access to all public reports, white papers, and other results. Today, SPENCER & ASSOCIATES offers a broad portfolio of printer performance testing, research and analysis – ranging from focus group management to productivity software tools and solutions – for manufacturers, distributors, print shop owners, and end-users worldwide.

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Looking to the future, as the printing industry runs on ever-tighter margins and ever more competition, SPENCER & ASSOCIATES looks forward to offering the highest level of service with integrity, technical expertise and market understanding. SPENCER & ASSOCIATES continues to be a source of knowledge and support across the printing industry.

Visit www.spencerlab.com for more information about the services, software products, and reports offered by SPENCER & ASSOCIATES.

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