

*For immediate release*

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**SpencerLAB IS A BRONZE SPONSOR OF ACUP 2014**  
*Showcasing SpencerMetrics Productivity Intelligence*

**Melville, NY, 2 Apr 2014** — *SpencerLAB* DIGITAL COLOR LABORATORY, the internationally recognized leader in unbiased, third-party research and testing of digital imaging and printing system performance, is a Bronze Sponsor of ACUP 2014 and will be exhibiting the *SpencerMETRICS* system at the conference.

“The Future Looks Bright” is the theme for ACUP 14, the 49th annual Association of College & University Printers (ACUP) conference taking place at the Hilton Phoenix Mesa Hotel in Phoenix, AZ from April 6 through April 10. With it’s innovative *SpencerMETRICS* line of productivity tools, *spencerLAB* is cultivating a bright future for Productivity Intelligence.

**Measure, Analyze, Improve** – Productivity is crucial to reducing cost and increasing ROI. Comprehensive measurement on the press shop floor, real-time analysis in the cloud, a clear graphical presentation – that adds up to simple identification of the obstacles limiting productivity, and an intuitive path to improvement.

The patent-pending *SpencerMETRICS* system is a measurement and analysis tool that collects and analyzes shop-floor data, providing on-demand graphical interpretations anytime, anywhere – on a desktop, laptop, tablet, or even a smartphone. The first of its kind, this tool illuminates all press activities, highlighting those that are wasting productive time. In addition to machine performance, the tool documents human judgement such as unacceptable print quality, wrong color profiles, or incorrect media as well as pre-press errors, media problems, etc.



Compare shifts, workflow periods, multiple presses, multi-site press groups – even of different brands. It’s that easy.

**“By sharing knowledge with the academic community, we are empowering in-house print shops with tools and technology for profitable, productive, and streamlined operation; increasing their value to the college or university”,** said Catherine Fiasconaro, *spencerLAB’s* Vice President of Operations.

The *SpencerMETRICS* team will be at Booth #23, offering demonstrations of the system and other *spencerLAB* products and services. See the system and learn how to Improve your Productivity, Reduce Costs, and Increase your Value.

For further details, please contact [SpencerMetrics@spencer.com](mailto:SpencerMetrics@spencer.com).

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**ABOUT *spencerLAB* DIGITAL COLOR LABORATORY**

Celebrating more than two decades of industry service, SPENCER & ASSOCIATES PUBLISHING, LTD. has earned an international reputation for expertise in Color Print Quality and Consumable Yield/Cost-per-Print. *SpencerLAB* DIGITAL COLOR LABORATORY, its independent test division, is recognized as a leader in unbiased, third-party digital image testing. Leading vendors also rely on *spencerLAB* to provide Throughput Speed Performance, Cost-per-Print, Reliability benchmarking, and Availability metrics for a wide variety of printing technologies – inkjet, laser/LED, thermal, and photographic, to name a few. *SpencerLAB* provides leadership in quantitative and qualitative comparisons – test and evaluation services, focus group management, compliance certifications, benchmark test software/hardware, and custom consulting.

For more information, please visit [www.spencerlab.com](http://www.spencerlab.com).

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