

*For immediate release*

**For further information, contact:**

Jennifer Piano <press@spencer.com>

1-631-367-6655; Fax: 1-631-367-2878

**“KEY TO PROFITABLE COMMERCIAL PRINTING: DIGITAL PRESS AVAILABILITY - MAXIMIZING ACTUAL PRODUCTION TIME”**

**DAVID SPENCER TO PRESENT AT IMI DIGITAL PRINTING 2020 SYMPOSIUM**

**Melville, NY, 17 January 2012** — SPENCER & ASSOCIATES PUBLISHING, LTD. is pleased to announce that David Spencer will be presenting information about their latest service offering: benchmarking digital press Availability to identify opportunities to increase revenue and profit. “*Key to Profitable Commercial Printing: Digital Press Availability – Maximizing Actual Production Time*” will be presented at the IMI Digital Printing 2020 Opportunities & Challenges Symposium, to be held 30-31 January 2012 in Orlando, Florida.

As the printing industry is evolving so are digital presses, which are increasingly able to produce very high print quality, as *spencerLAB* continued analyses demonstrate. “While print quality remains essential to digital press value,” said Mr. Spencer, “maximizing time actually producing sellable pieces is a pivotal issue – directly effecting revenue and profit.” Mr. Spencer will draw upon recent benchmarking analysis experience by the *spencerLAB* DIGITAL COLOR LABORATORY to illustrate the value of this methodology.

“While print quality remains essential to digital press value, maximizing time actually producing sellable pieces is a pivotal issue – directly effecting revenue and profit.”

– David Spencer, president/CEO  
Spencer & Associates Publishing, Ltd.

In his presentation, Mr. Spencer will discuss why Availability matters, and how *spencerLAB*’s methodology, perhaps the first of its kind, benchmarks Availability during actual commercial operation. He will also share the results of some recently commissioned case studies.

David Spencer is the president/CEO of SPENCER & ASSOCIATES and an internationally recognized authority on Color Print Quality and Ink & Toner Yield analyses with its impact on Cost-per-Print. With extensive experience in product development, marketing, and general management, Mr. Spencer has been making industry presentations throughout his more than 40-year career, and is called upon to discuss issues ranging from print to entrepreneurship.

**ABOUT INFORMATION MANAGEMENT INSTITUTE (IMI)**

Information Management Institute, Inc. is a leading worldwide sponsor of conferences designed to assist the digital printing industry in understanding technology developments, markets and applications requirements. IMI conferences are designed to enable attendees to obtain the latest information while allowing time to network and to meet with the digital printing industry’s leading experts in a time and cost-efficient manner. To learn more about IMI please visit, [www.imiconf.com](http://www.imiconf.com)

\*\*\* More \*\*\*

**ABOUT *spencerLAB* DIGITAL COLOR LABORATORY**

Serving the industry since 1989, SPENCER & ASSOCIATES PUBLISHING, LTD. earned a premier reputation for its expertise in evaluating digital color printing and imaging. The firm provides leadership in quantitative and qualitative comparisons – consultation and evaluation services, benchmark test software/hardware, and focus group management. Increasingly, SPENCER & ASSOCIATES is engaged to find solutions to new, complex printing and imaging challenges.

The *spencerLAB* DIGITAL COLOR LABORATORY, an independent test division, is internationally recognized as a leader in unbiased, third-party research and comparative analysis of digital printing and imaging system performance; the laboratory strictly adheres to the integrity of its methodology. *SpencerLAB* provides leadership in quantitative and qualitative comparisons, benchmarking key performance metrics of digital printing systems – providing research and evaluation services, compliance certifications, benchmark test software/hardware, and focus group management.

Leading vendors and firms for whom printing is mission-critical rely upon *spencerLAB* to provide strategic support and benchmarking of Print Quality, Ink/Toner Yield and Cost-per-Print, Throughput, Availability, Reliability and Usability for all printing technologies. Corporate users rely upon *spencerLAB* for guidance in print system acquisition and usage optimization.

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

\* \* \* *End* \* \* \*