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SpencerLAB SHOWCASING SpencerMETRICS AT IPMA 2014 *Communicating the Advantages of Productivity Intelligence*

Melville, NY, 28 May 2014 — SpencerLAB DIGITAL COLOR LABORATORY will be exhibiting SpencerMETRICS at the upcoming IPMA Educational Conference & Vendor Fair at the Wisconsin Center, Milwaukee, Wisconsin from June 8 through June 12.

Billed as the largest in-plant event for all sectors of the in-plant industry, professionals can connect for two days with vendors in a dedicated exhibit area. This vendor fair runs concurrent with IPMA’s annual educational conference. Founded in 1964, IPMA (in-Plant Printing and Mailing Association) is the only professional association dedicated exclusively to the needs of in-house corporate publishing, printing, and distribution professionals.

Supporting IPMA’s “FULL THROTTLE COMMUNICATION” theme, spencerLAB will be communicating the benefits of SpencerMETRICS VANTAGE, its newest productivity intelligence tool.

A powerful and unique addition to the press management toolbox, SpencerMETRICS analyzes operator knowledge from the print shop floor as well as press operation to pinpoint opportunities to increase productivity. Existing systems provide little knowledge about why a press is not producing more useable output. SpencerMETRICS captures detailed, specific data – information that highlights bottlenecks and obstacles to achieving each press’s productivity potential. A cloud based system with on-demand real-time data analysis is easily accessible – anytime, anywhere – on a desktop, laptop, tablet, or even a smartphone.



“We at spencerLAB have created a tool that enables in-plants to run more efficient and cost-effective workflows,” said David Spencer, President/CEO . **“With the benchmarking metrics provided by SpencerMETRICS, print managers are able to quantify performance, identify areas for improvement, and track progress. ‘Time is money’ and the SpencerMETRICS tool helps print shops take back time lost and return it to productive printing.”**

By providing additional functionality to an already robust productivity tool, the VANTAGE module provides simple, on-demand custom group creation that enables real-time comparative analysis of aggregated group data with individual presses or any other custom group. The cloud-based architecture enables grouping regardless of geographical location. Like all SpencerMETRICS features, analysis is available for any printing device, regardless of technology. VANTAGE is currently shipping and is included within version 4.0 of the SpencerMETRICS system.

At IPMA 2014 the SpencerMETRICS team will be offering demonstrations of the award winning, patent-pending, system; as well as other spencerLAB products and services for the commercial press community. Stop by Booth #409 and see what SpencerMETRICS can do for your in-plant.

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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 and www.spencermetrics.com.

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