

*For immediate release*

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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](http://www.spencerlab.com) and [www.spencermetrics.com](http://www.spencermetrics.com).

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