

The Road to Approval

Matt Huber – JC PENNEY
Marketing Production Specialist



GAA 2007
Premedia Conference

TECHNOLOGY AS A STRATEGIC TOOL

it's all inside.

JCPenney

jcp.com

Matt Huber

Marketing Production Specialist
JCP Media



JCPenney Overview

- Founded in 1902 by James Cash Penney, first store was the Golden Rule.
 - “Do unto others as you would have other do unto you.”
- Offer 3 different Channels for Shopping
 - JCPenney Department Stores
 - JCPenney Direct
 - JCP.com



JCPenney Overview

- Employ approximately 151,000 associates
- Operate 1,037 stores (US and Puerto Rico)
- Corporate Headquarters are located in Plano, Texas





About Me

- Graduate of the Rochester Institute of Technology
- Started out @ Cirqit.com
- Worked for Neiman Marcus Direct for 5 years
- JCPenney for last 7 months

Internal Clients include:

Buying Departments, Creative Teams
& Print Production-Project Managers



Production View Room

4 Apple G5 Workstations with
30-inch Apple Cinema HD Displays

it's all inside.
JCPenney
jcp.com

Production View Room



Production View Room



Production View Room





JCP Production Stats

2006

Processed 30,000 Digital Images

Created approximately 7,500 pages



What We Soft Proof

- Preprint Newspaper Inserts
- Direct Mail
- 4C ROP
- Lifestyle Graphics
- Visual Graphics



Color Review

- Soft Proofing is used in two separate stages at JCPenney:
 - Random Images (early in process)
 - Composite Pages (late in process)

(100% Digital Photography since April , 2006)

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Color Review

- Who Uses Soft Proofing at JCP?
 - Creative Directors,
 - Art Directors,
 - Project Managers and
 - Print Production Managers



Workflow Integration

Why We Changed
our Workflow

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Business Stats

- Reduction in Prepress Cycle Time
- Have not seen a Cost Reduction by using soft proofing verses previous workflow.
- Continual Process Improvement.



Workflow Integration

Make it Real,

Keep it Simple,

Make it Happen.

it's all inside.



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Make it Real

Use established methods to achieve your goal of the proofs.

(What is the Goal of a Proof?)

To achieve your goal of getting consistent, predictable color from end-to-end

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Keep It Simple

- Evaluate your needs and budget
- Analyze color behavior on all your devices, and profile them.
- Setup, test and optimize your color-managed workflow with your vendors

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Make it Happen

- When you know something is right for your company, just do it.
 - “Too many great ideas fall by the wayside for lack of execution in Corporate America.”