

Stainsafe Companies – Improving Productivity with QuarkXPress 6

“At Stainsafe we originally chose QuarkXPress because it was the industry standard for layout and design,” said John Pierson, a Graphic Designer/Developer for Stainsafe Companies. “We do a wide variety of projects spanning from brochures and catalogs to large sales proposal books. We upgraded to the newest version for a very different reason. Now, knowing the reliability and ease of use of QuarkXPress, we decided to stay with it as opposed to looking at some of the other options in the market place today. We here at Stainsafe, Inc., saw absolutely no reason to change our winning relationship with the Quark products.”

Stainsafe Companies is the leader in the furniture-service industry in providing warranty service and products for cleaning furniture. Headquartered in Palm Beach Gardens, Florida, Stainsafe has grown to become one of the largest home-furnishings protection and service companies in the world. This growth has been the direct result of superior customer service, aggressive marketing strategies, and outstanding products.

Stainsafe’s Marketing department produces proposals, sales material, booklets, and packaging for its products. Most of the design and layout for the marketing collateral is done in house, and printing is outsourced. Stainsafe has “always used QuarkXPress,” Pierson said. All of Stainsafe’s printers used QuarkXPress®, so the choice was natural.

A number of years ago, the group experimented with Adobe® Photoshop and Freehand® to design its collateral, but Pierson said the experience was “painful.”

“Adobe’s tech support isn’t as good as Quark’s,” he said. “I placed a call awhile ago to Adobe tech support for a Photoshop problem and never got a call back.”

He also said that he didn’t think Adobe’s InDesign is as stable or as easy to use as QuarkXPress.

Quark Tech Support to the Rescue

About three months ago, Stainsafe made the move to QuarkXPress 6.1 and Apple’s Mac OS® X at the same time.

“Admittedly, when we upgraded our OS to Mac OS X and the newest version of QuarkXPress, there were some growing pains involved with our multi-server-based network,” Pierson said. “We were very fortunate to have the amazing tech support services of Quark on our side. They not only helped to resolve all of our Quark issues but also were a great help in addressing multiple OS issues we had encountered.”

Stainsafe struggled initially with some OS X font and permissions issues on its multi-server network. Pierson placed a call to Quark® tech support, where support staff employed a team approach to tracking down the problems and solving Stainsafe’s issues.

Pierson commended the tech support technicians he worked with, saying they were “really good at staying on the problem” until solutions were found. As soon as Stainsafe got through these initial startup problems, Pierson said the company found QuarkXPress 6 to be “very stable.”

Stainsafe saw an immediate productivity boost with the new version of QuarkXPress, according to Pierson, who

said the group saved time on production and distribution of large 50-100 page booklets that needed to be distributed to sales prospects as a PDF file.

“QuarkXPress 6’s print-to-PDF function has enabled us to do it at least 25 percent faster,” he said.

Now that Stainsafe’s QuarkXPress 6 operation is running smoothly, the company is looking at other methods of increasing its productivity. One area Pierson is interested in investigating is replacing his organization’s multi-server image library with a digital asset-management system, such as Quark Content Manager.

“Overall, we will be staying with QuarkXPress because it is a reliable, powerful, and useful tool backed with some of the best customer service in the business,” Pierson said. “Thank you, Quark. You’re the best!”

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