



CASE STUDY

Quad embraces innovative solutions to navigate these challenges. This includes adopting Auraia DMS.

Print Excellence with Auraia DMS Screening Technology: Quad's Story

Follow the journey of how Auraia DMS, Hamillroad's lithographic screening technology, has elevated quality for one of the largest printers in the western hemisphere.

THE COMPANY

Quad is a leading global marketing experience company with a strong foundation in print headquartered in Sussex, Wisconsin, USA. Launched in 1971, with operations spanning across North America, Europe and Latin America, Quad is undoubtedly a powerhouse in the world of printing and its story is one of relentless and continuous evolution and a willingness to embrace and adapt to change.

If you've ever flipped through a magazine, browsed a catalog, or sifted through your mailbox for direct mail advertising, chances are you've encountered the work of Quad. It produces many of those magazines, retail inserts and advertising pieces that land in your hands. You've likely held one of the prestigious publications it prints for, which feature among the top-ranked lifestyle magazines in the world.

THE CHALLENGE

Lithographic printing is widely used in magazine production for its ability to deliver high-quality images and text. However, maintaining exceptional image fidelity and crisp, legible text, while controlling costs, poses a significant challenge in the pressroom.

Printers continue to feel margin and pricing pressure. Navigating this landscape of escalating costs poses a formidable challenge, compelling printers to intensify their efforts in bolstering operational efficiencies and productivity to sustain competitiveness.

Amidst mounting global demand for best-in-class printing quality at a competitive price, Quad embraces innovative solutions to navigate these challenges. This includes adopting Auraia DMS.



THE SOLUTION

Auraia DMS enables the cost-effective production of lithographic print that surpasses conventional AM/XM and FM screens, producing near photographic fidelity that is moiré and artifact-free.

The patented technology employs a unique and smart algorithm to carefully control the size, spacing and placement of dots – a unique factor in producing beautiful and consistent high-quality print.



Auraia DMS delivers near photographic, moiré and artifact free, reproduction on heat-set presses that is beyond the reach of conventional AM/XM and FM screens.

THE RESULTS

Quad made the strategic decision to designate Auraia DMS as their preferred screening technology, replacing both the AM and FM screening technologies previously used. Then, after years of consistent performance, Quad extended the partnership with Hamillroad Software, signifying the continued trust and confidence in the capabilities of Auraia DMS.

Dylan Blohm, Quad's Senior Vice President of Manufacturing, said: "We are a company that continuously strives for excellence and Auraia DMS has given us the best attributes of both traditional AM and FM stochastic screening while eliminating the negative effects of each. Accordingly, we are able to deliver the very best in lithographic print quality for our clients."



Get in touch

To find out more about how Auraia DMS can help your business drive efficiencies, visit:

www.hamillroad.com/products/Auraia

or email: sales@hamillroad.com

Hamillroad Software Limited
CAMBRIDGE, ENGLAND, UK
T: +44 (0)1223 752640
www.hamillroad.com

hamillroad 
Transforming the image of print

Quad 