

## Users share their thriving applications of ONYX®

### BT&D Big Graphics Recommends ONYX

Bryan Kennedy, of BT&D Big Graphics, Inc. in East Dundee, Illinois, is always working to attain the right color on the media his projects require. In fact, according to Bryan, “getting the right color is the most important part of our job.” In business for over 20 years, BT&D Big Graphics maintains its competitive advantage in a tough marketplace by ensuring output quality is consistently top-notch.

When BT&D Big Graphics moved into the large-format printing business in 1994, they used a “turnkey” RIP that came with their first printer. Color quality was especially hard to control and required hours of production time to meet customers color expectations. With the large-format business growing, BT&D upgraded to two new HP printers and received ONYX ProductionHouse 4.5 bundled with one of the printers. Since then, ProductionHouse has become the backbone for BT&D Big Graphics’ printing workflow. Using this RIP, Bryan’s production team is able to automate settings for various medias such as rotation, resolution, color profiles and filters for spot colors. ONYX ProductionHouse has allowed BT&D to produce large format graphics quicker and more consistently than ever before.

“ProductionHouse takes guessing out of the process, plus we don’t have to ‘reinvent the wheel’ every time we print,” says Bryan. “Before, we would print and modify, print and modify and repeat again until we hit the mark.” Using ONYX color management tools, BT&D Big Graphics has reduced costs by saving time and ink/media. Not only that, they ensure when they reprint an item six months later it will match previous prints. In fact, year over year Bryan’s team returns to

the color profiles set-up in the past to get the results they need today.

While BT&D loves the automation ProductionHouse offers, there are times when things need to be fine tuned. Bryan appreciates how ProductionHouse from ONYX allows his staff the freedom to manipulate the printer parameters they may need to modify, especially color. Admittedly, Bryan is picky about color and likes to fine tune color profiles. That is when ProductionHouse shines in accommodating all the variables he deals with such as lighting and media choices.

Quality color output requires careful attention. With ProductionHouse, the team at BT&D Big Graphics has all the tools they need to maintain the quality output their customers come back for time and time again. “We know if we do each project well, customers will return. We focus on quality output, reliable production and timeliness to keep our customers happy and ONYX ProductionHouse helps us accomplish this goal every day.”



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