

Making a Difference with Color-Logic

Wallace Carlson Printing Differentiating brands from the competition with Color-Logic



By Dennis Mason

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Wallace Carlson Printing, in suburban Minneapolis, Minnesota, opened for business in 1931. The company was operated—first by the founder, Wallace Carlson, and then by his sons Jay and Glenn Carlson—until 2003, when Jay sought to retire. The company was acquired from the Carlson brothers by Ann and Brian Turbeville, who previously had operated a small print shop in another Minneapolis suburb. Today, Ann Turbeville is the owner and active CEO. Her husband Brian is president and handles sales for the company.

In 2010, with Wallace Carlson Printing reeling from the 2008-9 economic downturn which hit the printing industry particularly hard, the Turbevilles called on Charlie Cox, an experienced printing operations executive and consultant, to help turn the company around. Cox today is a partner who serves the company as COO. A data fanatic with a hands-on approach, Cox focused on every aspect of the business, identifying weaknesses and



L to R: Charlie Cox, Brian Turbeville, Ann Turbeville

providing department managers with detailed efficiency measurements. The result was a much healthier Wallace Carlson Printing—and by 2015 both sales and profits were at record levels.

Despite their obvious financial success, however, the Turbevilles and Cox became concerned, sensing that despite their best efforts, their business looked very much like that of their three or four major competitors in the Minneapolis area. Thus began a second Wallace Carlson Printing turnaround—this time an effort to differentiate the business in the marketplace. Cox believed that the key to

differentiation lay in equipment capability and began a search of hardware and software for something that would demonstrate Wallace Carlson Printing was indeed a different kind of printer.

The partners' research led them to conclude that specializing in UV printing would not only allow Wallace Carlson Printing to demonstrate a true marketplace difference, but would yield operational efficiency gains sufficient to justify a major equipment investment. They settled on the Komori Lithrone GL840P H-UV press and the Komori-endorsed Toyo Kaleido expanded gamut inkset as the foundation of their turnaround effort. The success of the Wallace Carlson Printing/Komori/Toyo relationship prompted Cox and the Turbevilles to partner more closely with other suppliers as well, standardizing production processes, simplifying purchasing, and making employee training more productive. Today, the company enjoys equipment partnerships with Fujifilm, Esko, Brasseur, and MBO as well.

Cox's search for effective differentiation partners led Wallace Carlson Printing to license the Color-Logic Process Metallic Color System. The Color-Logic process



The award-winning Color-Logic swatchbook

enables printers to produce flawless metallic designs, often viewed as the most demanding and difficult to produce, even by experienced press personnel. Their differentiation strategy led the company to market the Color-Logic process as Color Chrome M/FX and back up the capability with in-house graphic designers and ready support for agencies and independent designers anxious to use metallics in designs. The proprietary swatchbook that Wallace Carlson Printing uses to promote the process won a silver award in the 2018 Printing Impressions Gold Ink Awards competition. Available in several versions, using different substrates and ink combinations, the metallic swatchbook has greatly enhanced the company reputation among packaging customers. Says Cox: "The magentas and yellows produced by the Color-Logic process are especially strong, and print buyers are impressed by our ability to execute metallic effects consistently throughout a press run."

The Wallace Carlson Printing success with the Color-Logic metallic process led them to adopt another product marketed by Color-Logic—the Touch7 Photo expanded color gamut software developed by Color-Logic cofounder Richard Ainge. Using Touch7 Photo, Wallace Carlson recently produced two limited edition prints of a Minnesota Twins (baseball) player—one a seven-color print with CMYK plus orange, green, and violet inks, and another of the same image with Color-Logic and Touch7 Photo using the seven inks on metallic substrate. Technology demonstrations such as these are at the core of the recent Wallace Carlson Printing renaissance, which have led to several of the company's projects to be showcased on Fold Factory and Color-Logic videos detailing how printers can produce exciting direct mail pieces and packaging using conventional equipment.

Says Cox: "Our Color-Logic software has paid for itself many



Ann Turbeville with Wallace Carlson Printing awards



times over, and several major jobs are directly attributable to the fact that Wallace Carlson Printing not only is a licensed Color-Logic printer, but because we had staff members who know how to get the most from the software and were able to assist clients achieve their goals. Color-Logic definitely helps Wallace Carlson Printing make a difference in the marketplace."



Wallace Carlson Printing management



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