PaperCheck

CASE STUDY

Tritonic™, a Creative Agency, Increases Productivity by Outsourcing Its Proofreading Needs to Papercheck

TRITONIC™
- A CREATIVE AGENCY -

b. 2003

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✓ Tritonic™

Tritonic™ is a creative design and marketing agency headquartered in New Jersey. The company creates and enhances brand identity for its clients. Tritonic™ promotes and distributes newly enhanced brand identity through various forms of media.

Brand development is a broad field incorporating a wide array of services such as Logo and Web design, online and offline advertisements, including billboards, product packaging, marketing communication documents (white papers) such as brochures, newsletters, e-mail blasts, and other professional marketing material. Tritonic™ fuses brand identity across traditional and non-traditional marketing material, including letterheads, business cards, envelopes, and signage.

In addition to typical brand marketing, Tritonic™ builds brand identity in unique ways. Clients large and small are offered high impact solutions for budgets of all sizes. Jackson Hewitt was ecstatic about Tritonic"s™ paint scheme design for the number 16 car in a recent NASCAR race. The Shops at Atlas Park of New York required a multi-collateral strategy to harmonize their Web property, canvas banners, brochures, and automobile decals. Canvas banners were draped throughout the mall, where Mini Coopers circled patrons to reinforce the branding strategy distributed on and offline. Tritonic™ is constantly innovating and pushing the limits of creative design.

✓ A Focus on Design

Tritonic"s™ clients rely on the company"s innovative designs and talent to broadcast professionalism to potential customers. Grammatical errors are not tolerated and creativity does not supersede quality. Tritonic™ is often the last stop before finished products are distributed to target audiences. Tritonic™ has an elite team of ten full-time staff members. The four person design team is tremendously creative, but keeping the team in its creative frame of mind can be difficult when they are forced to put their imagination on hold to proofread and edit their work.

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Key Challenges

- Declining productivity
- Managing proofreading expenses
- Waning creativity

Solution Summary

Tritonic™ provides its clients with exceptional graphic design, artwork, advertisements, and other marketing and brand development services. **Papercheck** provides high quality editorial services. Tritonic™ can allocate key human resources to deliver innovative creative designs, instead of spending time proof-reading copy.

Industry

Marketing and Advertising

Results

- Overall employee productivity has increased
- Editing costs have been reduced
- Creativity and employee satisfaction have increased

"We could not afford to hire a full-time editor, but we certainly could not afford to look incompetent. We needed to find an editing solution that married quality with urgency."

Luigi Tartara, Principal Owner, Tritonic™

Tritonic's™ designers are always immersed in multiple projects. To meet deadlines, they are forced to edit their work, in addition to correcting multiple graphic layouts. Having a dedicated editor can cost more than $39,839[1] per year, but there is not enough proofreading work to justify that expense. Adding a dedicated editor to the staff is an added expense that would crimp the cash flow of their growing business. A graphic designer's annual salary can exceed $56,000[2] per year. Tritonic's™ revenue is earned by delivering campaigns that transcend on and offline media. When a graphic designer is not working on innovative campaigns, the company is not generating revenue.

Tritonic™ chose to outsource its editing work to Papercheck"s proofreading experts. Tritonic™ depends on Papercheck to ensure that its creative work is free from grammatical and usage errors. "When a client sends us a brochure that is rife with mistakes, it may be their words, but it is our reputation on the line," says Luigi Tartara, Principal Owner. "We cannot spend hours on proofreading, but we cannot have our name on a grammatical nightmare. Papercheck is the way to go."

A Thankless Job

Editing is rarely noticed, but leaving spelling and grammatical errors in place is devastating. Submitting poorly edited documents to clients can cause losses when creative work is forced back for reprint. According to Tartara, "Editing only draws comments when it is not executed. When editing is properly done, no one notices that we have done anything at all. Since using Papercheck, our clients have not mentioned a single grammatical error, and that is just the way we like it. When every member of our staff is contending with at least five projects at once, we cannot afford to be worrying about *laid* versus *lain*." Tritonic's™ clients are blind to the fact that the company is outsourcing their editing needs to Papercheck"s network of U.S. and U.K.-based editors, but they benefit from the results.

This benefits Tritonic™ in several ways. Graphic designers can focus on what they enjoy, and maximize their productivity, which generates more revenue for the company. Tritonic™ reduces its overall production costs by outsourcing its editing needs and improving customer satisfaction by producing grammatically correct and high-quality products. Mr. Tartara comments with satisfaction, "The peace of mind we get from drastically minimizing our editing issues is invaluable. Being able to cross off 'editing' on our 'To-Do' list is extremely valuable." Clients have the assurance that Tritonic™ will not return documents with grammatical errors, even if the errors were made by the clients.

For more information on Tritonic™, visit **www.formulatenow.com**.

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> **Luigi Tartara, Principal Owner, Tritonic™**

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[1] The average salary for an Assistant Editor is $39,839/year. Assumptions: 8 years of editing experience, and a 4-year degree (B.A., English).

[2] The average salary for a Senior Graphic Designer is $56,632/year. Assumptions: 8 years of design experience, and a 4-year degree (B.A., Graphic Design).

![Papercheck logo]

✓ About Papercheck

Papercheck® is a San Francisco-based company that offers document editing and proofreading services to businesses large and small over the Internet (www.papercheck.com). The firm's global network of editing and proofreading professionals delivers top-quality services at reasonable prices and with fast turnaround times. **www.papercheck.com.**