

When the printed matter colours need to match the physical products

How does Denmark's leading manufacturer of underwear ensure consistency between product images in their catalogues and the colour of the products in reality? It takes knowledge and experience to ensure high quality and consistency in colour reproduction in print.

When the colour has to match

Stibo Complete helps JBS with image processing and colour correction for more than 200 files for two annual catalogues. This is done by JBS sending clipped images to Stibo Complete, along with a large box of physical colour samples, after which image processing can begin.

Our experienced image processors check the physical colour samples against the images and correct where necessary. This ensures that JBS customers can rely on the colour in the catalogue image matching the colour of the product.

Skilled and professional guidance throughout the process, and always prompt responses to enquiries. I don't need to spend unnecessary resources in my busy schedule on the catalogues – it just works, even for urgent cases.

Jesper Frydensberg
Backoffice Manager – Sales and Marketing

Once the image processing is complete, the files are sent to JBS for approval, and JBS creates print-ready files with the catalogues. Stibo Complete prints and completes the catalogues.

"Throughout my years of catalogue production, quality has always been important. The catalogue has to be of the same high quality as our underwear, and that's what I get from Stibo; from the initial advice on the upcoming catalogue to the colour correction of the images and the final delivery of physical catalogues," says Jesper Frydensberg, Backoffice Manager – Sales and Marketing.

Om JBS

JBS started as a manufacturer of men's underwear in 1939, and this remains the company's main focus. With more than 300 employees and retailers in a number of countries, JBS Textile Group A/S is Denmark's largest and leading manufacturer of underwear.



