



BUCKLE DOWN PUBLISHING, IOWA CITY, IOWA

Mechanical Cubed reduces slug maintenance effort by 80%

A Triple Triangle Case Study

CHALLENGE

Buckle Down Publishing, a division of Hights-Cross Communications, has been producing state-specific test preparation workbooks and practice tests since 1982.

The marketing collateral associated with each book is tagged with a slug. The slug contains complex information like ISBN numbers that are tedious and error prone to enter by hand.

Christina Nantz, Marketing Art Director for Buckle Down explained that prior to Mechanical Cubed, “maintaining slugs was very repetitive. We had to input the job information into our production schedule, then again into the slug, and then manually include proofing round information with each new printout.”

SOLUTION

Mechanical Cubed allows publishers to create and update production documents with slugs, crop and fold marks using information from PDF forms, databases, and Excel spreadsheets.

In this case, almost all of the information in Buckle Down’s slug was already being entered into Excel. “Now we just enter our job information into our production schedule, which is an Excel spreadsheet,” said Christina. “We press a button and all the information flows into our InDesign slug seamlessly. Proofing round updates are much easier to make too, with the popup window that prompts us to enter proofing information.”

Christina was also pleased with how easy it was to integrate Mechanical Cubed into her existing workflow. “Triple Triangle helped me customize the product to our workflow,” she said. “We were up and running in no time at all. I gave my staff a quick five-minute tutorial on how to use the product and that was all the training they needed to get going.”

	A	B	T	U	Y	Z	AA	AB
1	JOB NUMBER	CAMPAIGN/ SERIES	PTB ISBN	TG ISBN	TRIM	FOLD TYPE	ORIENTATION	GUTTER
13	PA0507 XK 3RD	1BDPA03R00	0-7836-5321-1	3-7836-4444-9	14 x 8.5	TRI	VERTICAL	0.5
14	AZ0908 FC	FALL 2005	0-7836-5537-9	0-7836-5482-1	15 x 11	C	VERTICAL	1

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Christina Nantz
Marketing Art Director
Buckle Down Publishing



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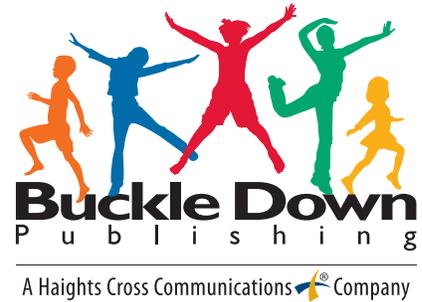
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RESULTS

Speeding Work

Mechanical Cubed helped Buckle Down reduce the amount of tedious and error prone work associated with creating marketing collateral. “We have been very pleased with Mechanical Cubed,” said Christina. “Their solution made a very tedious and time-consuming task almost disappear. We easily spend 80% less time creating and updating job slugs.”

Christina concluded, “I would definitely recommend Mechanical Cubed for anyone who uses job slugs in their layouts.”



*“WE EASILY SPEND 80% LESS TIME
CREATING AND UPDATING SLUGS.”*

ABOUT TRIPLE TRIANGLE

Triple Triangle, Inc. (www.tripletriangle.com) is a leading provider of Adobe InDesign plug-in products and custom software that was founded by former members of Adobe’s InDesign development team. Triple Triangle’s Mechanical Cubed suite is used by major advertising agencies and publishers worldwide.

Christina Nantz
Marketing Art Director
Buckle Down Publishing