



## PRESS RELEASE

### Jack Bisset Joins Targetcolour

Ex-Polestar Technical Director brings depth of knowledge to print businesses looking to improve efficiencies and cost savings

Epsom, 22nd February 2008 – Targetcolour, a specialist project management company for media and print, is delighted to announce that Jack Bisset has joined its team of technical experts.

With thirty-nine years' experience in the print industry, the former Group Technical Director Pre-Media for Polestar, of one of Europe's largest and busiest print groups, Jack brings a wealth of knowledge and expertise to his new role. His perspective from the printer's point of view gives him an unrivalled insight into the production and business pressures experienced by printers in the industry today and positions him well to take Targetcolour's proposition for adopting colour process control and remote proofing into print businesses throughout the UK.

"I am looking forward to introducing printers across the UK to the benefits of ICS Remote Director, which is the only soft proofing solution that capable of delivering a truly accurate virtual proof," says Jack Bisset. "I am excited to be joining the team at Targetcolour. Many consultancies are one-man-bands that don't have the depth or range of knowledge needed to provide real solutions. In contrast, Targetcolour is an integrated business that brings together the skills of proven specialists in their fields. The knowledge and expertise offered by the Targetcolour team cannot fail to add value to print and media businesses and I am very pleased to be part of a consultancy that can deliver real benefits."

"We help printers, publishers, agencies and media companies become more efficient and improve their bottom line. Jack will be an invaluable addition to our team because he intimately understands how printers work, survive and plan for the future and this is key in building a successful relationship with them. Jack's understanding of the pressures printers face from customers and competition combined with his knowledge of Remote Director's superior virtual proofing technology position him perfectly to translate Targetcolour's technical arguments into a business argument and present to print businesses how they can achieve significant time and cost savings," says Niall Coady of Targetcolour.

For media information about Targetcolour, please contact:

Mary Burt-MB PR-0845 258 1443

[mary@mbpublicrelations.co.uk](mailto:mary@mbpublicrelations.co.uk)