

PODi Best Practices Award February, 2005

The Washington State Department of Printing (PRT) received the Best Practices Award from PODi, the Digital Printing Initiative, at the 2005 PODi Applications Forum on February 10, 2005. The agency and their customer partner, the Employment Security Department (ESD), received the prestigious award for the development of the Internet ordering application PRTonline.

Each year, the PODi Best Practices Award honors innovative applications that demonstrate the business potential of digital printing. In 2005, the Department of Printing was honored in the "Collateral Management & Fulfillment" category, and Walt Disney Parks and Resorts received the award in the "Direct Mail" category. An independent panel selected the winning applications from over 60 submissions from around the country.

The award-winning applications received extensive write-ups in the Fifth Edition of the annual PODi *Best Practices in Digital Print* report, published in the spring of 2005. The annual publication provides a detailed analysis of best practice principles for conceiving, designing and producing successful digital print applications.

PRTonline delivers powerful benefits

PRTonline is a Web-based application created by the Department of Printing in partnership with ESD. The application was designed to enable state agencies and political sub-divisions such as cities, counties and school districts to order a wide variety of printed items, including business cards, letterhead, envelopes, newsletters, brochures, and ad specialty items, more quickly and cost-effectively.

PRTonline allows users to customize the text, images and formatting used in documents, view and approve proofs on screen before ordering, quickly re-order documents, and track the status of orders. The application's online catalog includes both static items and documents that may be customized before ordering with text and graphics from an image library associated with the document.

"Our goal is to help government agencies meet their missions. Streamlining the workflow for ordering brochures, literature, business cards and documents helps us meet this goal by enhancing customer service, reducing costs and increasing efficiency. To receive the prestigious PODi Best Practices Award for this endeavor is very gratifying, and reflects the skill and hard work of the entire project team," said Larry Weber, Interim Director of the Washington State Department of Printing.

About PODi

PODi is a not-for-profit industry consortium whose mission is to foster the growth of the digital printing industry through market development activities and promotion of software standards. Over 230 companies are members of the initiative, including EFI, Hewlett-Packard, IBM, NexPress, Pitney Bowes, Quark, Xerox, Adobe, and Canon.