

CASE STUDY ALLERGY RESEARCH GROUP

Sector: Medical





**SENIOR
GRAPHIC DESIGNER
ALLERGY RESEARCH GROUP**

**MATT
IVAN**
**SENIOR
DESIGNER**

We interviewed Matt after
12 months of using PageProof.



“Tell us about what your company does and its strengths – what makes your company unique?”



“Allergy Research Group creates high-quality products using scientific evidence-based research, with a focus on hypoallergenic supplements. Many of the nutritional supplements that have become trustworthy standards for practitioners were discovered, formulated, or brought to the U.S. first by Allergy Research Group.”

ONLY THE BEST

We use only the purest raw materials available and implement strict quality control procedures in every stage of production.

600

Design projects per year are reviewed and approved through PageProof.

COMPANY
NUMBERS

COMPANY NUMBERS

2

Graphic designers who receive feedback from 4 remote reviewers.



“What life was like for your team before PageProof?”

“Our designers were emailing PDFs to remote reviewers and often multiple people needed to review a project at different stages. Edits were marked and then emailed back and forth, but the various editors were unable to see feedback from each other which is a critical part of communication during the editorial process.”

GRAND EFFORT

With so many marketing projects at any given time, it was taking a grand effort to track which stage each project was at.

COMPANY NUMBERS

75%

Time-saving in the review process within the first year.



“Tell us about a recent piece of material reviewed and approved in PageProof – how did PageProof make a difference in your process?”

“We print a quarterly newsletter that requires detailed proofing from multiple people including a proofreader, lawyer, and our company president. Using PageProof it was easy to track the project along its steps: first for initial design and layout, then review by our writers and editors. It continued on to a freelance proofreader, came back with edits, then went out again for review. With PageProof’s workflows, the stages of proofing are automatic and easy to track.”

BETTER TRACKING

We were able to keep better track these changes and communicate between our professional proofreader and medical editors.

The **workflow automation** made this **seamless.**

1/2

We spend half the time we used to, and have twice the output as our team did one year ago!

COMPANY NUMBERS



“How did your reviewers find the move to online proofing?”

“We use PageProof for design and content review of our marketing material. Our designers, writers, and editors appreciate the ease of marketing comments, having clear proofing deadlines and the opportunity for collaboration with each other during review.”

INTUITIVE

Incredibly easy markup of comments and collaboration with each other because **we're all on the same page,** literally, with PageProof.



- Get used to how workflows work and use them to your advantage.
- Use side-by-side comparison and smart compare to make sure edits have been made.
- Use @ mentions and add attachments to comments – this really helps with effective communication of changes.

MATT'S TIPS





“What’s next on the horizon for your team with new marketing initiatives that you’d like to share?”

LOOKING FORWARD

“Next year is our 40th anniversary and there’ll be a big campaign around that. We recently released a line of professional probiotics called Essential-Biotic™. This was a new line with custom branding and a huge marketing launch.

We plan to update many of our existing products as well as continuing to release new ones, in what is now a significantly accelerated process than we’ve had in the past.”

We’ve **significantly accelerated** the proofing process using PageProof which allows us to do so much more.

PAGEPROOF.COM

CONTACT US

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PageProof is so simple and effective that 20 minutes is all you need to grasp the scope of its unique features and benefits.

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