

DESIGN AND PRINT OF HEALTH & SAFETY DOCUMENTS

Company Profile's:

Severn Valley Railway – a unique charity serving a restored steam railway

Crown Cork & Seal – an international company with production machines in manufacturing facilities

Holos Healthcare – a training organisation offering certified first aid and other associated courses

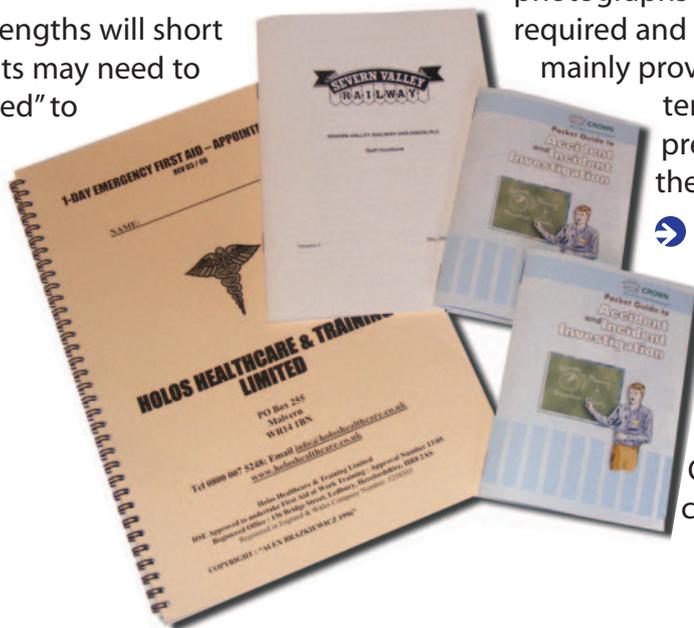
Problem Solving Profile:

➤ Complex subjects covering different aspects of Health and Safety have to be communicated to ordinary members of various organisations in a simple and effective manner that can be referred to at times, hopefully infrequent, of emergency.

➤ The design requires the use of pictures and graphic images together with appropriate text plus the use of colour to help the message.

➤ The document may need to be both in full A4 size for classroom use as well as A6 pocket size for staff on site.

➤ Print run lengths will short and documents may need to be "personalised" to individual departments and activity groups.



Solution to Problem:

➤ *Design:* In the case of Holos the creator of the training document is both medically qualified and able to create much of the artwork. With the Severn Valley Railway the company contracted an Employment specialist for producing the largely legal text covering employment terms and conditions. For Crown Cork the emphasis was on safety for machine operatives and the design had to be largely graphical with a "fun" presentation to give it appeal to the target users.

➤ Jasprint designers combined digital photographs with computer generated images as required and added this to the clients own text, mainly provided on MSWord files. Page templates were created to the clients preferences so the results reflected the ethos and style of the organisation.

➤ *Production:* Most of these projects resulted in employee pocket sized handbooks that required short run digital printing. Holos tend to stick to black documents while the visual appeal factor of the Crown Cork handbooks demanded full colour.

Benefits are:

- Exact numbers of handbooks were produced so wastage is minimised
- Design incorporated photographs, line drawings and computer generated images.
- Costs can be controlled to budget by use of black only printing as required but colour covers state the quality of the content information