



With extensive experience gained as both a print buyer and a specialist consultant at the forefront of digital colour since its introduction to the UK, Phil Taylor is now making his experience available for businesses eager to develop their emerging digital print business.

His consultancy offering has been prompted by the relatively weak level of relevant support provided by most digital press manufacturers – as much of this lacks the real understanding of the day-to-day issues faced by the newest installations, and often misses the challenges experienced by many as they try to grow viable digital businesses in today's challenging marketplace.

Winning the first ever Printing World Award in the UK for digital print back in the 90's was only the precursor to the establishment of the Xeikon user group, some additional awards for innovative digital printing, and early involvement in many of the most recognisable pieces of digital work. This gives Taylor the sort of visual portfolio which is unparalleled in this market area – providing him with a serious foundation to work authoritatively on the development of 'individualised' activities

Involved in the print industry since 1983, Taylor has gained insights from the introduction of digital typesetting, re-touching and electronic page make up, the release in the UK of the first Macintosh, film output, ctp and direct imaging presses. More recently he has had extensive exposure to variable content 'digital printing' within Xeikon, Xerox and HP Indigo installations using the latest proprietary software including Direct Smile, Darwin and XMPie.

With an understanding of the depth and importance of data integrity, the stimulation of the creative concept and the importance of effective client consultation - Taylor has developed an approach to digital colour that is always rooted in what is possible, not hampered by what has gone before - all qualified by extensive practical experience.

The approach to each client is made the same way - no assumptions, no pre-determined plan to implement the same methodology, no pre-conceived ideas about needs.

- specialist knowledge in the development of emerging digital print businesses
- customer education and introductory sales training programmes
- effective consulting on individualisation, product integration, on-demand + web to print, solution development and integration of printed processes
- development and delivery of authoritative client presentations to 'c' level
- short or long term involvement whether it's needed to develop strategy, kick start new activities, build marketing plans, evaluate equipment or build marcomms collateral
- expertise available on a project-by-project, retained or an ad-hoc basis

From small start up businesses with no print knowledge to the largest organisation, each of his clients has proved to have its own challenges and demands, and its own perception of its problems. By identifying areas for improvement, evaluation of processes and systems, stimulation of new opportunities, supplementary training of conventional sales people or the implementation of web to print solutions they have all been able to rationalise their sales strategy and grow their business for digitally printed products.