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For More Information Contact:

Stuart Mason, QuadSystems
414-566-2794
Stuart.Mason@QuadSystems.com

Claire Ho, Quad/Graphics
414-566-2955
Claire.Ho@qg.com

Casual Male Selects QuadSystems' and PlanSystem3™ by Van Gennepe

PlanSystem3 simplifies and streamlines Casual Male's catalog production

SUSSEX, WI – In early 2007, Casual Male Retail Group, Inc. began using PlanSystem3 creative workflow management solution, designed by Van Gennepe, and distributed in North America by QuadSystems, to facilitate catalog production for its 5 catalog titles and its direct mail. Casual Male operates over 500 store locations throughout the United States, one store location in London, England, plus substantial e-commerce, catalog and direct mail operations, making it the largest specialty retailer of big and tall men's apparel.

"We're very interested in being out front in adopting new technologies as needed," states Michael King, Print Manager at Casual Male. "When we decided to streamline our creative and production workflow process, we reviewed a series of content management systems from high-end systems with complementary price points to more moderate systems. We felt that PlanSystem3 offered several important opportunities to further streamline our production process for a very affordable cost."

QuadSystems' PlanSystem3 automates key creative and file management tasks and communicates to all users in real-time across the entire workflow, from layout and copy editing to final design and file release. PlanSystem3 allows users to quickly perform tasks that previously required significant amounts of time. Accuracy and quality are improved, while process time is greatly decreased.

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Since PlanSystem3 was installed, Mr. King has seen a positive impact in time and cost management. “PlanSystem3 allows the Marketing group to view and manage all projects in our three main channels: web commerce, catalog and retail stores/direct mail,” he says. “This enables our group to manage files more efficiently. “The system ensures that only one person is able to work on a page at a time. That means no overlapping changes, everyone working on the most current version...all of which makes a tremendous difference in our accuracy and efficiency.”

This unique level of control also greatly benefits production management, according to Mr. King. “We generally have a significant amount of projects in various states of production at the same time. PlanSystem3 simplifies our ability to know and review the status of each and every project at all times, which allows us to improve our production turnaround times.”

PlanSystem3 also provides the ability to maintain history and versioning control of all jobs. “In retail, changes and revisions are an important part of our lives,” Mr. King explains. “Now we have the opportunity to go back in time and quickly and easily recapture changes that were made earlier.”

Another important PlanSystem3 feature is its open architecture. Completely file agnostic, PlanSystem3 provides the ability to organize and track all file formats. “I believe this level of integration demonstrates QuadSystem’s forward-thinking attitude,” Mr. King states. “It also makes for a smooth transition as we grow in our content management system opportunities and capabilities.”

According to Mr. King, Casual Male’s multi-year relationship with Quad/Graphics, QuadSystems’ parent company, was a factor in the selection of PlanSystem3. “Quad/Graphics handles all of our catalog printing and prepress needs. Quad doesn’t look at our relationship as just supplying printed material.



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They're willing to explore the technical arena and are very savvy about offering solutions and efficiencies to improve their customers' workflows and total marketing capabilities."

About QuadSystems

QuadSystems delivers integrated solutions that optimize the entire publishing creative and production workflow. It offers software systems, hosted solutions and a full range of professional services. As part of Quad/Graphics, one of the world's largest printers, QuadSystems evolved its products and services from a consistent and diligent focus on what its publishing customers need to be more successful. QuadSystems' development and support teams are based at Quad/Graphics' headquarters in Sussex, Wis. Dedicated sales and professional services teams are also located in New York City and Washington, D.C.

About Casual Male

Headquartered in Canton, Mass., Casual Male is recognized as the largest retailer of big and tall men's apparel. It operates over 490 Casual Male XL stores throughout the United States and London, England. It also maintains its e-commerce sites, catalog business with five titles, Casual Male at Sears-Canada stores and 24 Rochester Big & Tall stores.

About Quad/Graphics

Headquartered in Sussex, Wis., Quad/Graphics is the world's largest privately held printer of magazines, catalogs, direct mail and other commercial products, and the third largest printer – public or private – in the Western Hemisphere. Through a network of print production facilities on three continents, Quad/Graphics offers services from front-end design and photography through data solutions, digital imaging, printing, finishing and distribution. The company employs more than 12,000 people worldwide and has annual sales of \$2 billion.

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