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Rods and Cones, Inc. and Potion Inc. team up to offer the first color-managed, trackable outsourcing service.

Santa Cruz, CA – Rods and Cones, Inc., a California based workflow consultancy and Potion Inc., a New York based outsourcing company, today announce their commitment to offer global resources with unique added value for the Graphic Industry. Potion is expected to become the number one resource for outsourced production, prepress and other services because they provide a customized online tracking tool, quality assurance, color management and because all clients work directly with US representatives.

For years now, Rods and Cones' clients use resources outside of the US for their prepress and retouching needs, particularly during seasonal deadlines. Most complain that deadlines are rarely met, quality uneven and that there's no way to track files as they move through the process. But the attractive cost and reduced load in house has become indispensable.

When Potion contacted Rods and Cones, a good match was in the works. Potion is headquartered in New York with extensive resources in Asia. Each client is assigned a US representative and a personal account on the Potion website. Thanks to Potion's OPUS (Optimizing, Prioritizing & Unifying System), clients can see the status of each file.

"We were anxious to find a global resource for our clients" said Erica Aitken, Rods and Cones CEO. "They were resigned to losing control of their files and to settling for inferior quality and sporadic deadlines. Working with Potion to help them understand our clients concerns was a great opportunity. We finally have an outsourcing arm that we can back up without reservation."

Sure of their process and of the quality of the work, Potion invites all to try their services at no cost. Upload a file, create an account, and watch the progress of the file through the system, every step of the way. And because a client is able to accept or reject a job, customize requirements, and set deadlines, Potion is assesses the quality and compatibility of each of their employees on a daily basis. Their infrastructure is strong with security, back up and enough bandwidth to accept very large files.

The net result of this partnership is a reliable resource for all those who turn to Asia for fast and accurate retouching and prepress work. A solution developed by Potion, enhanced and backed by Rods and Cones offers the best alternative to unmanageable deadlines at home.

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About Rods and Cones
Rods and Cones, Inc., founding member of The Color Management Group and color management experts since 1996, is on the cutting edge of workflow architecture. They thrive in finding new ways to approach work in the graphic and printing industries, by integrating technology with the most precious asset of all, people. Whether in need of replacing a small piece of the workflow, fix a weak spot in the link, or evaluate, develop and implement a complete new workflow solution, over 700 customers have turned to Rods and Cones for the most innovative and customized approach.

About Potion Inc.
Potion provides high quality, ultra responsive global graphics outsourcing. Potion's high capacity offshore production facilities offer turnkey graphics and content services for the sophisticated needs of its multinational clients around the clock, 365 days a year. Potion's highly skilled team, sophisticated processes and proprietary workflow system, OPUS (Optimizing, Prioritizing & Unifying System), enable it to handle projects of any size from one image to thousands of pages. Potion clients benefit from reduced costs, faster turnaround times and the ability to offer expanded services to their own customers. Potion is headquartered in New York City and has multiple state of the art offshore facilities. All locations are interlinked, have high bandwidth data pipes and 24X7 operation.

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