

Cornerstone Copy Center

Using Touch7 to Stay in the Pink

By Dennis Mason



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Cornerstone Copy Center in suburban Minneapolis, Minnesota, is a prime example of how a small printer can grow and find success in today's marketplace. Cornerstone was founded in 1981 by Ron and Joyce Lund as a conventional copy center, serving businesses in the industrial area surrounding the Minneapolis/Saint Paul International Airport. In 1987, Daniel Mosier began working for the Lunds as a production operator. When in 2001 the Lunds decided to retire, they sold the business to Daniel and his husband Warren. In 2004 the Mosiers purchased a smaller printer, added their first presses, and moved to their current Burnsville, Minnesota, facility. Cautioned by Daniel's father to "not put all your eggs in one basket," in 2007 they opened another facility, in Lakeville, Minnesota, some 20 minutes away.

Today the Cornerstone Copy Center boasts 23 employees in the two stores. The operation is fully digital, and three Xerox Iridesse presses provide the nexus around which the business is based, although four wide format machines



L to R: Warren D. Mosier, VP Creative; Daniel Mosier, President; Ben Carlson, Production Manager; Kathryn Lenertz, Operations Manager

produce indoor banners, some outdoor banners, and other specialty products. Completing the Cornerstone equipment arsenal are various binding, finishing, and booklet-making machines. Befitting the company name, Cornerstone still serves some walk-in customers, but most business comes from local businesses or through brokers. And work for other printers—including binding and finishing, as well as direct mail—is a substantial portion of what Cornerstone does.

A copy center does not become a full-fledged printer by staying the same through time. At Cornerstone Copy Center the emphasis is upon design. Warren Mosier, who now devotes his time to technology issues and management, began his career as a designer and strives to ensure that design remains a key element of the Cornerstone strategy. The Cornerstone design team—four full-time designers, led by Kathryn Lenertz, the Operations Manager and Lead



Save-the-Date card

Sample print using enhanced pink



Client calendar

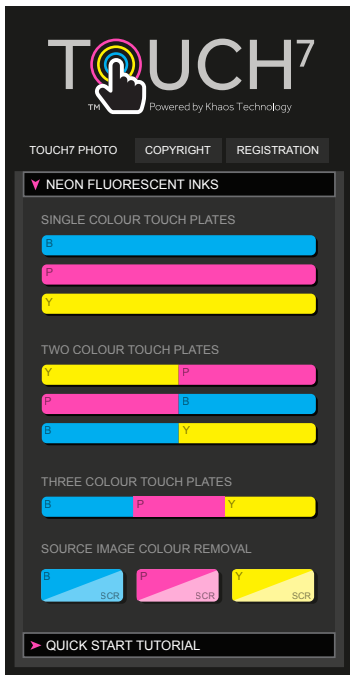
Using Touch7 enhanced pink

Designer—is fed by the Cornerstone website, which encourages prospective customers to browse templates or create their own layouts, and then upload any photos or other material desired. The Cornerstone website offers a myriad of print product choices, including several card types, die-cut specialties, signage, stationery, envelopes, and the like. Particularly interesting to prospects are a wide variety of programs, cards, and booklets for celebrating holidays, births, adoptions, weddings, graduations, sports activities, end-of-life memorials, and the like—complete with examples designed to trigger more printing. warren’s design crew does not develop websites, they focus on layouts that go on the press.

about those lower case letters!

when he was in the 6th grade, warren d mosier began using lower case letters in his name, as a way of demonstrating his own individuality. he continues the practice today—characterizing his job as vice-president of creative at cornerstone copy center. warren says that customers and colleagues find the lower case emphasis interesting, and most embrace it. he adds, however, that government agencies insist on capital letters—often all caps. “just another attempt by society to make everyone the same,” he observes.

warren’s duties, in addition to championing creativity, involve the technical issues around being a successful digital printer. He notes: “One of our Iridesse presses is equipped with the Xerox specialty dry inks, including white and clear. We have silver and gold, as well as fluorescent pink, which we use to make our designs pop off the page. To make designing with fluorescents easier, and to take full advantage of our pink ink, we use Touch7 Photo, which is distributed by Color-Logic. Cornerstone designers have been using Touch7 for years. It not only makes designing easier, it does not constrain the designer’s creativity. And Touch7 enables us to produce press samples with fluorescent pink, encouraging customers to think about how they can bump up their own designs on our press. We find that couples really like wedding invitations that have been enhanced in pink with Touch7.”



Touch7 Photo Neon plugin.
 Demo plugin: www.touch7.co



Touch7 Photo Neon Pink Separation



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