

A Case Study  
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Walsworth

Highlights of a Path Well Traveled

Walsworth®



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The Complete  
Elmore: Volume III

Basic D&D Ancient Red  
Illustration board, medium  
ca. 1500  
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PREAT



# How Walsworth Realized Artist Larry Elmore's Vision

## Background

Walsworth faced a unique challenge when artist Larry Elmore approached them for the printing of his book, *The Complete Elmore, Volume III*. Larry, a world-renowned fantasy artist, had a strong vision for the final product and a critical eye for quality and detail.

This project was made possible by a wildly successful Kickstarter campaign, organized and marketed by Larry's business partner James Simpson. Walsworth Sales Representative Mark McCombs had a prior relationship with Larry, having worked with him on a previous project years ago.

## Challenge

When Mark reached out to Larry to find out whether he was in need of Walsworth's printing services, his timing couldn't have been better. Larry and James had recently begun the printing process for *The Complete Elmore, Volume III* with another printing company, and were not pleased with the resulting quality. The two agreed to give Walsworth a chance on this important project, but the clock was ticking as their Kickstarter backers would soon be expecting a finished product.

The challenge at hand wasn't just meeting typical printing expectations, but meticulously matching the specific cover stock, applications, paper weight, color quality and overall finish of Larry's previous volumes, all while adhering to a tight schedule.

## Solution

Walsworth implemented a multi-pronged approach to address Larry's concerns and ensure his satisfaction with the final product. First, we offered upfront printed proofs instead of relying solely on digital proofs. This allowed Larry to see a physical representation of the final product before any mass

printing began, ensuring it matched his vision in terms of color and clarity. Additionally, we invited Larry on a tour of our printing facility. This transparency gave him firsthand experience with our quality control measures and instilled confidence in the printing process.

Throughout the project, Mark McCombs and Customer Service Representative Dana Kelly served as Larry's points of contact. This clear communication channel ensured all questions and concerns were addressed promptly. Walsworth analyzed the specifications of Larry's previous books to ensure their printing process perfectly matched the look and feel of his earlier volumes.

## Results

Walsworth's commitment to quality, transparency and customer service proved successful. Larry and James were impressed with our flexibility and expertise. The final printed book looks and feels like a companion to his previous volumes in terms of styling, visual quality and overall finish. This success story not only earned Larry and James' satisfaction but also led them to refer other fantasy artists to Walsworth for their printing needs.

## Conclusion

*The Complete Elmore, Volume III* serves as an example of Walsworth's dedicated customer service and printing prowess. It highlights the importance of building trust and clear communication, especially when dealing with clients who have had negative past experiences with printers. When customers with high expectations like Larry Elmore and James Simpson come to us, we pride ourselves on our ability to match their vision and deliver an excellent product right on time.

