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CyberPress Customer Spotlight: Land's End, Inc.

Clothing manufacturer and catalog publisher Land's End gives CyberPress high praise for its ease-of-use and simplicity.

Creating, producing, and publishing more than 30 full-color catalogs a year—about 7,000 QuarkXPress pages—is no small task for the Creative department at Land's End, Inc., the clothing manufacturer and retail catalog publisher based in Dodgeville, Wisconsin. In addition to selling its casual clothing line for both kids and adults and other merchandise via catalog, Land's End has begun selling its merchandise via the Land's End Web site at <http://www.landsend.com>. Although the Land's End World Wide Web site features much more detailed information and background about the company and its products as well as a host of other interesting features and outstanding graphics designed specifically for the Web site, a great deal of the content featured on the Web site had to be repurposed from existing Land's End catalogs, originally created in QuarkXPress, Adobe Photoshop, and Adobe Illustrator. "All the photographs from the print catalog are repurposed for the Land's End Web site," says Daniel Loeb, Creative Systems Technology Specialist in the Electronic Publishing department, part of Land's End Creative department. "But we believe that we are definitely reaching a slightly different audience with the Web site, and so we provide shorter copy with an archive next to it that includes more detailed information if the people want to click on the archive and read more about the particular type of fabric, the cut, or the fit of the clothing being pictured."

Because the Land's End Web site has been a tremendous success for the company, Loeb and his team are hoping to make use of the new CyberPress HTML converter from Extensis Corporation in building an internal, company-wide Intranet that would feature individual Web sites for every employee at Land's End, Inc. "If someone is not at his or her desk, for example, they can leave a detailed discussion of a project on their personal Web site on the Land's End Intranet," explains Loeb. "It might include some statistics and an on-screen graph, which someone else in the company could access in order to prepare for a meeting. Employees could share information without even being at their desks," he says.

CYBERPRESS EASE-OF-USE MOST ATTRACTIVE FEATURE

According to Loeb, the ability to convert QuarkXPress text and graphics into HTML format with just one click of the mouse via the CyberPress palette is the product's single most compelling feature. "CyberPress is very simple and straightforward," says Loeb. "For someone who is already familiar with QuarkXPress and wants to get a Web site up and running in a hurry, CyberPress is the most effective way." Because everyone in the Land's End Creative department already uses QuarkXPress—even the copywriters—Loeb explains that it would be extremely easy for his entire department to quickly

and easily create their personal Web sites for the company-wide Intranet he hopes to build using the QuarkXPress XTension CyberPress. “What’ more,” he adds, “CyberPress has a nice interface and it appeared very stable during our testing process.”

CYBERPRESS FONT-MAPPING A POPULAR FEATURE

The ability to quickly and easily map font sizes in CyberPress is an exciting feature for people who don’t want to bother with HTML tags, comments Loebl. “Especially for our copywriters, who are familiar with QuarkXPress but don’t have the time to learn how to apply HTML tags, CyberPress’ font mapping feature—in addition to its simple text conversion process—will really come in handy.” Loebl can even envision the Land’s End copywriters using CyberPress for the simple yet important task of copyfitting. “They already use QuarkXPress as a word processor, so when they are creating copy for the catalog or the Web site or our own Intranet, they can use CyberPress to quickly convert their text to HTML format, then view it in a browser to see how well it fits on the page,” he explains.

“For someone who doesn’t want to hassle with HTML formatting and who’s already familiar with QuarkXPress, CyberPress is an excellent solution,” he concludes.

TOOLBOX: CREATIVE DEPARTMENT, LAND’S END, INC.

Hardware

120+ Macintosh and Power Macintosh computers

Software

QuarkXPress

Adobe Photoshop

Adobe Illustrator

CyberPress

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