Royle Academy Overview
Course Descriptions

Sales & Marketing—This course provides an overview of our sales and marketing cycle, our client base and how to sell and market Royle. You'll learn about our customer base, how to bring in new business and the sales process. This course also taps into branding and creating marketing materials for internal and external markets.

Finance—This course is primarily focused on the basics of accounting and how to better understand the metrics that we use to measure productivity. You'll learn and apply the concepts of accounting and how to review and understand the metrics. This course is an interactive, discussion based session.

IT—All groups will cover the various modules of Technique, but will go into more detail in the various modules depending on what department the employee normally resides. (i.e., customer service employee's would receive more detailed training on how what they do in OM is handled in Scheduling, SFDC, etc. – Distribution would receive detailed training on OM & SFDC).

Paper—This course will focus and provide an overview of paper. You will learn about the paper industry, paper making, grades, finishes and how Royle utilizes paper for our customers.

Job Planning—Participants will obtain an overview on how to read and understand layouts; understand the press delivered formats; obtain an introduction to coating and inks & jog directions and mail panels; machinery characteristics will be reviewed as will a review of proofs.

Scheduling—This course provides an overview of the scheduling process. The focus is on what information determines the schedule, how jobs are issued, how the specific tasks are scheduled, staffing discussions, overtime discussions and due dates.

Customer Service—This course provides an overview of our Customer Service Department. The role that associates in this department within the organization, how the workflow is processed and managed, our specifications, how we communicate the client's needs and the status of the project, how versioning is addressed, etc. are reviewed. You will also learn the art of customer service and what makes Royle's customer experience exceptional.

Mailing—This course provides an overview of our Mailing Department. Where mail is processed, co-mail and co-pal process, drop shipments, local mail, EDDM, classes of mail, how a customer mails from Royle, what is an indicia, caps account, how to address a book, presort and postal analysis.

Operations— This course will learn about the ins and outs of Royle Printing and how our business operates. You'll do a deep dive out on the production floor and work with our operations team to learn about Lean/6S, Project Management and our quality control processes.

Prepress—This course provides an overview of the Prepress Department. Understanding the plate line; a review workshop relative to press signatures and separations, plate process templates, screen angles, calibration curves and web growth profiles; plate submission; layout and preps and how we create press signatures is reviewed.

Press—This course provides an overview of the Press Department. An understanding of our equipment, proofing technologies, paper, product types & capabilities, job ticket & job bags, densitometry & related print factors and press terms are reviewed.

Finishing—This course provides an overview of the Finishing Department. An understanding of our equipment, the equipment capabilities and features, how the quality of the signatures impacts the productivity of the finishing department and how quality checks are conducted are reviewed.

Distribution—This course provides an overview of the Distribution Department. An understanding of finished goods inventory, paper storage, UPS/FedEx, boxing & packing procedures, pallet stacking & wrapping procedures, MSI, ALG/mail distribution procedures, freight, receiving, billing and the role of material handlers.

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