

A photograph of a herd of American Quarter Horses in a grassy field. In the foreground, a chestnut horse with a white blaze on its face is looking towards the camera. To its left, another chestnut horse is partially visible. In the background, several other horses are grazing. The sky is blue with some light clouds. A blue circular graphic is in the top left corner, and an orange curved graphic is at the bottom.

**A Case Study
Published by
Walsworth**

Walsworth®



**American Quarter
Horse Association**

Walsworth Ensures Quality at Every Step

Description

For over 83 years, the American Quarter Horse Association has been the world's largest equine breed registry and membership organization for the American Quarter Horse breed. Founded in 1940, AQHA is based in Amarillo, Texas, and is dedicated to the preservation, improvement and record-keeping of the American Quarter Horse. AQHA provides a variety of services to its members, including horse registration, competition sanctioning, educational resources and advocacy for the breed.

Overall, AQHA plays a crucial role in promoting and preserving the heritage and excellence of the American Quarter Horse breed which is reflected in The American Quarter Horse Journal.

Challenge

AQHA approached Walsworth to discuss the printing of their flagship bi-monthly magazine. Having worked with another vendor for many years, they were seeking a partner that understood not only fine four-color printing but also how important accurate reproduction was to their breed. In reproduction, the Quarter Horse is not known so much for color as it is for structure and muscling; subtle but very important nuances that need to be understood beginning with print files, proofs and on-press.

The challenge was to share these important criteria with the Walsworth Team, beginning with sales, management and customer support through prepress, print production, binding and mailing.

The Solution

Walsworth created a team of stakeholders with a comprehensive understanding of the values the American Quarter Horse Association requires in its flagship publication. With the help of all participants, a comprehensive proposal was developed. It included a detailed roadmap for all processes required to successfully produce and mail a beautiful publication with minimal need for adjustment. Through this plan, we built a level of enthusiasm throughout both AQHA and all departments within Walsworth.

Results

The solution crafted by Walsworth not only met but exceeded the expectations of both AQHA and Walsworth's internal departments. The collaborative approach fostered enthusiasm throughout the process, from sales and management to customer support, prepress, print production, binding and mailing. The integration of every Walsworth team member with the American Quarter Horse Association team resulted in flawless performance and exciting anticipation for every issue's delivery.

Continuing their commitment to excellence, Walsworth consistently provides AQHA with innovative techniques, cost-saving strategies and top-tier reproduction quality, reinforcing their position as a reliable partner for the production of The American Quarter Horse Journal.

