

DG3 OPERATIONAL - SOP

SOP Title	DG3 Operational SOP
Department	Revenue
Who Needs to Know	All Shipboard Departments who request printed materials and those involved in providing content to the Celebrity Today
Who Is Responsible	Digital Communications Manager Digital Communications Associate Revenue and Marketing Director Print Specialist Any department that request printed materials

ABOUT DG3

DG3 (Diversified Global Graphics Group) is an industry-leading, tech-forward business communication and marketing solutions company that services a variety of industries around the world. They offer services such as commercial, digital, and large format printing, packaging, mailing and distribution, and creative design. DG3 also provides technology solutions like web-to-print platforms and marketing automation software. They have a diverse client base and are committed to innovation and sustainability.

Cruise Industry Managed Services is the dedicated maritime division of DG3, built to support the operational realities of cruise-line printing at scale. The division delivers end-to-end managed print services tailored specifically for shipboard environments — including the supply of paper, parts, and consumables; operational use and maintenance of production equipment; staffing and oversight of onboard print specialists; and administration of the all-inclusive click-charge model.

DG3 also trains shipboard teams on inventory handling, preventive maintenance, and proper care of the equipment, ensuring stable production, fewer breakdowns, and consistent print quality across the fleet.

The result for Celebrity: predictable operations, faster turnaround times, and a print environment driven by professional standards rather than ad-hoc practices.

To learn more about DG3, click the link below:

[DG3](#)

PARTNERSHIP TERMS

The partnership agreement between DG3 and Celebrity Cruises became effective on June 27th, 2023 and includes all current and future vessels.

This agreement gives DG3 the ability to operate the print shop facility onboard each vessel.

Under the agreement, DG3 will:

- Maintain and repair print shop equipment
- Invoice Celebrity Cruises for click charges
- Manage and supply paper, parts and consumables for use in the print shop
- Staff one Print Specialist per vessel to manage the print shop

PARTNERSHIP BENEFITS

1. **Operational Excellence at Scale:** DG3 brings deep expertise in cruise-line print operations, optimizing workflows, improving turnaround times, and reducing overall operating costs. Celebrity receives a fleetwide standard that eliminates variability and protects brand consistency.
2. **Rapid Recovery & Reduced Downtime:** DG3 print specialists are trained to diagnose and resolve issues quickly, significantly reducing machine downtime. Faster recovery equals uninterrupted production for Celebrity's revenue-critical materials.
3. **Preventive Maintenance that Protects the Bottom Line:** A structured preventive maintenance program reduces equipment failures, minimizes expensive repairs, and extends machine life. DG3 shields the brand from unexpected operational disruptions.
4. **A Reliable, Always-On Partner:** DG3 serves as Celebrity's technical and operational backbone for print. From consumables forecasting to escalations and global port support, DG3 provides stability, accountability, and a single point of ownership — ensuring the print shop operates as a seamless extension of Celebrity's guest-facing experience.
5. **Brand Protection Through Quality Control:** DG3 enforces color accuracy, print standards, and paper consistency across all ships, ensuring every piece of collateral delivered to guests meets Celebrity's premium brand expectations.

ONBOARD ROLES AND RESPONSIBILITIES

DIGITAL COMMUNICATIONS MANAGER

- Shipboard manager of the Print Specialist
- Review and approve all onboard collateral that is sent to the print shop

REVENUE AND MARKETING DIRECTOR

- Review that all printed material is approved, on brand, and up to standards
- Any last-minute print requests must be approved by the Revenue Marketing Director based on existing workload.

PRINT SPECIALIST

- Coordinate print projects across all shipboard departments
- Produce high-quality output using digital production equipment
- Cut, trim, and fold print materials as required
- Maintain production equipment and perform first-level troubleshooting
- Monitor, manage, and organize all DG3-assigned inventory
- Place inventory orders as directed by the DG3 Inventory Manager.
- Input equipment statuses, maintenance activities, and meter readings in system logs
- Provide accurate feedback on call closure, parts usage, troubleshooting steps taken, and machine performance trends
- Uphold print shop hygiene standards and meet all USPH requirements
- Adhere strictly to print shop hours, break schedules, and operational expectations

Maintenance and Deliveries:

- DG3 and the Print Specialist are not responsible for maintaining, repairing, or servicing cutting or folding machines onboard. These devices fall outside DG3's scope.
- Celebrity now operates exclusively with the Konica Minolta C4070. DG3 is no longer responsible for the C659 backup units; all remaining C659 devices should have been landed and removed from operation.
- Pallets are delivered to the ship and left at I-95. Print Specialists are responsible for transporting their deliveries to the print shop; a small trolley should be available in the print shop to move deliveries to their assigned areas.

PRINT REQUEST PROCESS

- **Intake:** Department submits a complete print request via email with: department, title, copies, paper type, deadline, file format, special requirements, and delivery if vellum is needed. Request is to be made with 3 days advance notice.
- **Review:** DCM checks completeness within 72 hours; request clarification if needed.
- **File Preparation:** DCM ensure print-ready file
- **Naming & Folder:** DCM Name files with the following prompt: DEPT_COPIES_details (color or b&w, vellum or regular paper, b2b or one sided)_file name (example: FCV_x100_color, vellum, b2b); place in print folder.
- **Paper:** DG3 provides two types of paper: regular paper and Port Map paper for Onboard Media. Specialty paper (vellum) must be supplied by the department and delivered to the Print Shop for printing.
- **Timelines:** Standard 48 hours from file placed in print folder; intake review 72 hours from request; Urgent 12 hours from file placed in folder.
- **Prioritization:** For urgent requests, mark file as URGENT and justify the urgency; escalate if not acknowledged within 4 hours (example: URGENT_F&B_x100_missing product in the menu)
- **Quality Control (QC) & Delivery:** Quick QC by printer; confirm before final print; record delivery/pickup.
- **Documentation:** Keep a simple log of requests with status and sources.

CELEBRITY TODAY PRINT SCHEDULE

Per our standard process, please adhere to the following Production Schedule for the Celebrity Today (CT):

- **Four days prior to the print date:** The Digital Communication Manager will create a preliminary version of the CT and circulate to all departments and stakeholders for review and editing
- **By 9:00 p.m. the day before printing:** Final approval must be obtained from all departments and stakeholders for the Revenue Marketing Director to review
- **Before 10:00 a.m. the day of printing:** The CT should be on the HD's desk before the Morning Meeting for final approval
- **10:00 a.m. the day of printing:** Hotel Director provides final approval of the CT
- **10:30 a.m.:** The CT is sent to the printer
- **By 4:00 p.m.:** The CT is printed and ready for distribution to guest staterooms
- **Changes on the Day of Printing:**
 - After 10:00 a.m.: Only the Hotel Director may approve any changes or reprints due to exceptional circumstances

CLICK RATES AND CONSUMABLES

The click rate includes toner and DG3-provided paper and applies exclusively to the Primary Equipment in the print shop.

DG3 maintains only the Primary Equipment — the Konica Minolta C4070 — currently installed on all Celebrity vessels. Backup units (e.g., the former C659) are no longer supported or maintained by DG3.

CLICK RATES

PRINT TYPE/OUTPUT	DG3 CLICK RATE
Mono (Black & White)	\$0.004312
Color	\$0.02061

Click rate is based on consolidated volume of fleetwide clicks including Royal Caribbean International.

INCLUDED PAPER

PAPER TYPE
Regular Copy Paper 11" X 17" (Tabloid) Report Premium 24 lb 2500/Ca
Regular Copy Paper 8.5" x 11" (US Letter) Report Premium 24 lb 2500/Ca
Specialty Paper 11" X 17" (Tabloid) PAPER RADIANT WHITE 28 lb
For Onboard Media Only — Printing of Port Maps

SHELL PRINTING - DISCONTINUED

As part of our agreement with DG3, **pre-printed shells are not allowed and must not be used in the print shop.** The pre-printed shell inventory should be destroyed.

Any specialty paper that is needed outside of what DG3 is providing will need to be ordered by the Inventory Manager for each department at the expense of the ship.

PRINT SHOP HOURS

The Print Shop Opening Hours are as follows:

9:00 AM to 12:00 PM

4:00 PM to 6:00 PM

Any last-minute print requests must be approved by the Revenue Marketing Director based on existing workload.

DG3 has circulated signage to each ship that is to be printed on an 11" x 17" paper and placed on the entrance to the Print Shop.

These specified hours are dedicated to customer service, job pick up, and all interactions with Print Shop customers. They are not meant to reflect the actual time the Printers will spend working in the Print Shops, but rather to set standards and expectations of when the Printer can be reached.

EQUIPMENT SUPPORT

DG3 Print Specialists receive comprehensive hands-on training covering troubleshooting, maintenance procedures, and correct operational handling of production equipment. They also have 24/7 access to DG3's self-service technical web portal for immediate support.

DG3 applies a structured escalation protocol — the 4/6 Escalation Process:

- 0–4 hours: Print Specialist attempts resolution using DG3 troubleshooting tools and training.
- 4–6 hours: If unresolved, the Print Specialist notifies the Digital Communications Manager and DG3 Shoreside Support that the machine is non-functional.
- Within 6–8 hours: DG3 responds with technical guidance, documentation, or remote evaluation.
- Service Level 3 (SL3): For issues that cannot be fixed shipboard (electrical, motherboard, Fiery), DG3 dispatches a technician to the next available turnaround port worldwide.

Most issues are resolved within SL1–SL2. SL3 dispatches are rare and reserved for hardware-critical failures.

Transition: Transition to new workflows typically requires one full contract rotation for all Print Specialists and shipboard partners to fully adapt. DG3 will provide continuous reinforcement, training, and coaching during that period.

MFD Process (Who / When / How)

DG3 maintains and repairs all onboard MFDs across Celebrity vessels. Supplies and parts for MFDs, however, are managed directly by Konica Minolta using the inventory stored onboard.

Who:

- Daily support: DG3 Print Specialist (PS)
- Oversight & Escalation: Digital Communications Manager
- Technical backup: DG3 Shoreside Service Support
- Parts & consumables fulfillment: Konica Minolta onboard inventory (Inventory Manager oversight)

When:

- MFD issues (user) must be reported immediately when identified to shipboard IT.
- Preventive maintenance is to be completed only during a planned Dry Dock.

How:

1. User reports the MFD issue to IT.
 IT is the first point of contact. No IT ticket, no action.
2. IT creates the official Konica Minolta (KM) ticket.
 This is the mandatory trigger for all support and tracking.
3. KM reviews the ticket and dispatches support:
 - KM technician for hardware-critical issues
 - DG3 Print Specialist via KM's internal routing for standard faults
4. DG3 Print Specialist troubleshoots the issue onboard.
 If fixed, the PS closes the DG3 internal ticket.
5. If parts are required:
 - A. Part onboard → User requests it through CrunchTime, retrieves it with Inventory/IT, and notifies the PS.
 - B. Part not onboard → KM ships it to the Inventory Manager or IT Manager, who then notifies the PS.
6. PS installs the part, tests the unit, and closes the DG3 internal ticket.
7. KM closes the official KM ticket in their system once DG3 work is complete.
8. This protects the chain of command, reinforces IT involvement, and prevents unauthorized service activity.

PRINT SPECIALIST

- **Scheduling:** DG3 print specialists are managed by DG3, and DG3 will schedule print specialists according to operational needs.
- **Duties:** Print specialists are responsible for fulfilling all print orders within the required timeframes and must take their mandatory breaks as scheduled. They must adhere to the print shop hours indicated on the door.
- **Uniforms:** Officer uniforms are provided by Celebrity Cruises and must be worn only when in guest facing areas. While in the Print Shop the Print Specialist may wear a DG3 shirt or coveralls to prevent the officer uniform from getting soiled.
- **No Side Jobs:** Print specialists must not engage in side jobs outside of operation hours, and they are not allowed to accept money from other departments or clients for print production or assistance in assembly.
- **Cleanliness:** Print Specialist must adhere to all USPH guidelines and maintain the print shop in a clean and sanitary environment. They must ensure no food or drinks are left in the print shop, and no smoking or vaping is allowed in the print shop.

SHORESIDE CONTACTS

- **Barbarita Ramos**, Senior Analyst, Hotel Operations Onboard Communications & Graphic Design, Celebrity Cruises
- **Andrew Turner**, Senior Manager, Onboard Revenue, Hotel Operations, Celebrity Cruises
- **Miguel San Martin**, Director of Operations, DG3