

SPRING 2019

# PRINT!

Driving excellence in print



**PLATESENSE**

*It all makes perfect sense for Typecast*



**1 New Acuity flatbed**

Fujifilm announces the first printer in its Acuity flatbed range to feature LED-curing

**2-7 Wide format**

Oedim, one of Spain's largest wide format print providers, assesses the benefits of its investment in Fujifilm's latest superwide format printer

The Onset X with two white channels has boosted production speeds and quality for leading global POS provider HL Display

**8-9 FESPA 2019**

Fujifilm uses FESPA 2019 to showcase how the Acuity Ultra can transform the production of high quality indoor applications and outdoor signage

**10-13 Offset**

UK print and design company Typecast Colour benefits from Fujifilm's new Platesense programme

**14-17 Opinion**

As Facebook, BuzzFeed, Uber, AirBnB and Amazon turn to print, Sam Upton asks whether the days of digital-only marketing are coming to an end

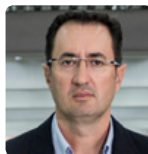
**18-21 Workflow**

The second article in a series, based on reports from InfoTrends, looking at the benefits of workflow automation and customer empowerment

Exploring the planning, imposition and automation benefits of Phoenix software from Tilia Labs

**22-25 B2 Inkjet**

Two German customers reflect on the packaging and POS capabilities of the Jet Press

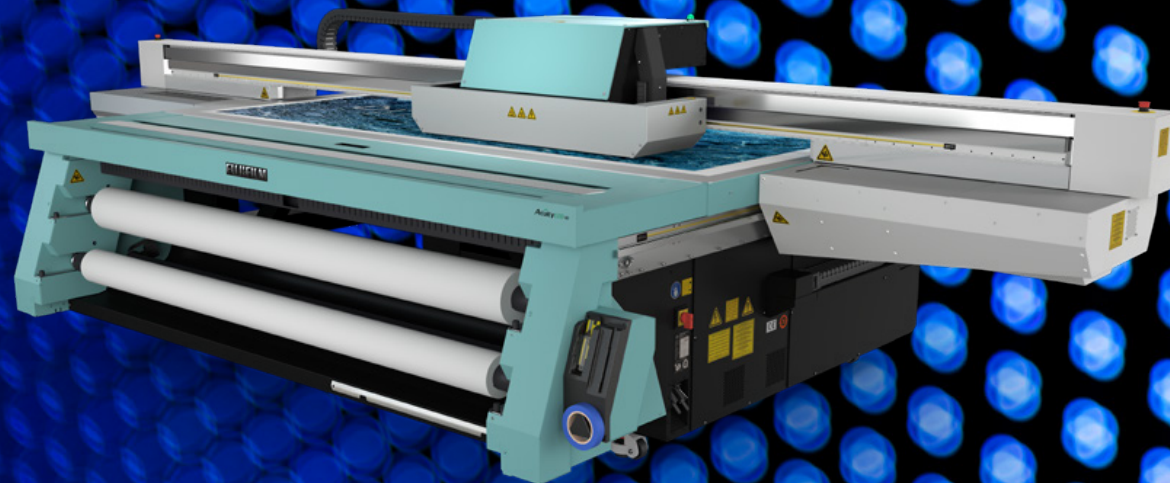


Fujifilm's PLATESENSE programme was launched to make pre-press for offset printers easier to both finance and manage. So in our cover story this month, we take an in-depth look at a printer in the UK who has taken the plunge, benefiting from being able to introduce a new plate production solution with no capital investment, and in the process also getting better quality from their new plates. A true win-win scenario. We also explore how automation and customer empowerment can benefit mid-sized printers, in the second article of a three part series, and take a look at how all types of printer can benefit from the use of Phoenix's imposition software.

Our feature on the power of print in this issue, published by kind permission of Two Sides, focuses on how a few major digital brands, including Facebook, Airbnb and Amazon, have turned to print to enhance their marketing efforts, an exciting and very real sign of the power of print. We also feature two German printers who reflect on why they invested in the Jet Press for the production of packaging and small format point-of-sale, with the quality of print being at the heart of their decision making.

In the world of superwide format print, we take a look at another very happy customer for the Acuity Ultra printer. With eight superwide machines already installed, this major Spanish printer was amazed at the productivity and quality achievable with this industry-leading machine, also to be featured on Fujifilm's stand G15 in Hall A5 at FESPA. We also visit HL Display in the UK to hear about their Onset X installation, featuring two white channels, and why it has given them an edge in a very competitive market. Finally, we report on the new Acuity LED 40, which brings the benefits of LED curing to the diverse range of Acuity flatbeds.

For all the printers featured in this magazine, print is a profitable and exciting business to be in. Long may the Facebook and Amazon digital dominators of this world agree!



## Acuity flatbed gets the LED treatment

The first printer in the Acuity flatbed range to feature LED-curing offers customers added flexibility, increased sustainability and enhanced print quality.

In February, Fujifilm announced the launch of the Acuity LED 40 series of flatbed printers. Building on the success of the Acuity Select 20 and on Fujifilm's expertise in LED curing that dates back to the launch of the Acuity LED 1600 seven years ago, it marks the first time that LED-curing technologies have been made available within the Acuity flatbed range.

Ideal for both growing mid-volume print service providers and existing Acuity customers who want to upgrade, the Acuity LED 40 provides production capacity of up to 15,000 m<sup>2</sup> per year, at speeds of up to 52.8 m<sup>2</sup> per hour. The standard model enables users to print on media or objects of any size up to 1.25 x 2.5 metres, while the X2 (double bed size) model increases to 2.5 x 3.08 metres. With the ability to print on a range of almost any rigid or flexible material, the series demonstrates the application versatility of the Select 20 range, as well as introducing the added benefits of improved quality, along with the reduced costs and energy consumption of LED lamps.

The Acuity LED 40 features a new LED ink, Uvijet KL, and is available with four, six or eight colour channels. Users have the option to add light inks and varnish for stunning, high-value applications, and can also upgrade to Fujifilm's brightest white UV ink ever, providing the highest possible image quality in slower print modes, making it ideal for photographic and fine art applications. Furthermore, all of Fujifilm's Uvijet inks are Greenguard Gold certified, so prints can be used safely in schools, hospitals or retail environments.

Existing Fujifilm Acuity flatbed printers with conventional UV lamps already consume less power than most competitive systems, even those which are LED-curable. The Acuity LED 40 range, however, uses an estimated 30% of the power of the Acuity Select 20, demonstrating excellent environmental benefits and offering significant cost benefits to users.

Says Mike Battersby, Marketing Manager, FUJIFILM Graphic Systems Ltd: Our customers are increasingly

looking for more environmentally sustainable solutions, and to maximise efficiency and profitability. The Acuity LED 40 delivers all of this by combining the versatility and reliability of our existing Acuity flatbed range, with the LED-curing capabilities already enjoyed by so many users of Fujifilm's Acuity roll-fed machines."

For more information visit:  
[www.fujifilmacuity.com](http://www.fujifilmacuity.com)

### Acuity LED 40

Speed up to 52.8 m<sup>2</sup>

Sheet size up to 1.25m x 2.5m (Standard) and 2.5m x 3.08m (X2 model)

Features new LED ink, Uvijet KL

4, 6 or 8 colour channels available

Features Fujifilm's brightest UV white ink ever produced

Estimated 70% power saving over conventional UV curing systems

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Fujifilm welcomes readers' comments and suggestions. Please contact us by email, ensuring that all communications are clearly marked 'PRINT!'.

**FUJIFILM**



# Ultra superwide supercharge

Oedim, one of Spain's largest wide format print providers, assesses the business benefits of its investment in Fujifilm's latest superwide format printer.



02

WIDE FORMAT

**"Customer feedback was immediate: 'we want this level of quality and this speed of delivery for all our jobs.'"**

Miguel Angel, Co-founder and General Manager, Oedim

03

WIDE FORMAT



Having started out as a 40 m<sup>2</sup> architectural studio in Jaén, southern Spain, specialising in the design and production of architectural plans, Oedim saw an opportunity to expand into the growing wide format market. 23 years on, Oedim now occupies a 14,000 m<sup>2</sup> facility from which it operates two distinct brands. One of these is Oedim, which is responsible for the production of large format printed flexible materials, including canvas, vinyl and textiles, while the other is Clickprinting, which specialises in direct printing onto rigid substrates, such as PVC, aluminium and corrugated board.

In March 2018 Oedim became one of the earliest sites in the world to install a Fujifilm Acuity Ultra (then in the beta phase of testing) boosting its already impressive superwide credentials. The company now boasts one of the most

extensive equipment portfolios in the country, with eight 5 m roll-to-roll machines, eleven 3.2 m printers and twelve wide format flatbed devices. Alongside these sits a range of finishing equipment, which includes multiple digital cutters, milling machines, laminators and industrial sewing machines.

Oedim employs around 100 staff across all departments and works with major brands and leading agencies, for whom it produces a huge variety of wide format display products. Annually the company delivers more than a million square metres of printed products to its growing customer base.

"Our customers demand a fast and efficient service and extremely high quality above all else," says Miguel Angel, Co-founder and General Manager at Oedim. "We pride ourselves on meeting these expectations

with rapid end-to-end service and extremely high levels of quality.

"Though we already had an extensive range of 5 m roll-to-roll machines at our disposal, we've always recognised the importance of keeping our technology up-to-date. Our customers are continually seeking greater levels of quality at the same rapid turnaround times they have become accustomed to, so we are always on the lookout for new solutions that combine exceptionally high quality with high productivity.

"Even before the Acuity Ultra installation we had

seven Fujifilm machines in our factory, so we have an excellent relationship with them and they have always kept us informed of their latest technological developments. When Fujifilm introduced us to the Acuity Ultra, we were very impressed by the production speed it was able to achieve at such a high level of quality, so we immediately wanted to be among the first in the world to have it.

"We had a few important customers who were challenging us to improve still further the already very high standard of quality we were delivering to them, so these customers were

the first to have their canvases, vinyls and printed textiles produced on the Acuity Ultra. Their feedback was immediate: 'we want this level of quality and this speed of delivery for all our jobs.'

"Looking ahead, we see personalisation in interior décor as a major trend in our sector and this requires very fast and high quality equipment to take full advantage. It's in areas like this that the Acuity Ultra will give us a real edge in the market.

"We're delighted with the new machine and pleased to have developed our relationship with Fujifilm further. We would

recommend working with them without a doubt. For us, being technologically up to date is a basic requirement for doing business successfully, and Fujifilm is a technological leader that has proven to be the perfect partner to help our business grow. No less importantly, their service is excellent from both a commercial and technical point of view. From the pre-sale stage, throughout the installation process and beyond, when they are needed, they are always there to help."

**For more information visit:**  
**[www.fujifilmacuity.com](http://www.fujifilmacuity.com)**

**"When Fujifilm introduced us to the Acuity Ultra, we were very impressed by the production speed it was able to achieve at such a high level of quality"**

Miguel Angel, Co-founder and General Manager, Oedim

#### Oedim

Location: Jaén, Spain

Fujifilm Products: Acuity Select HS X2, Inca Onset S20 x 2, Uvistar 3532 R2R Printer, Uvistar 5m, Acuity F67, Acuity Ultra 5208

Type of work: Huge range of wide format print for a variety of customers





HL Display is in the business of helping its customers to create attractive and profitable in-store environments. With its solutions installed in 265,000 stores across 50 countries, it is a global leader in the development of innovative and sustainable solutions, creating a better

shopping experience for people all over the world.

In the UK, HL Display's Harlow site acts as both a factory and regional distribution centre, predominantly for the UK market, but also for export markets in western and northern Europe. The addition of an Inca Digital

Onset X1, supplied by Fujifilm, to its product portfolio in January 2018, has boosted production speeds, improved quality and delivered significant time and cost savings.

"We already had an excellent working relationship with Fujifilm and Inca Digital prior

to this investment, and a great appreciation of their combined technology, having installed an Onset S20 nine years ago," says Adrian Edwards, Production Director at HL Display. "This relationship played a major part in the investment decision, as did the boost in production speeds and quality on offer from the Onset X1. Furthermore, we're very conscious that we operate in a fast-changing environment, so the scalability of the Onset X series platform gave us added flexibility other machines could not match, including the ability to boost output speeds, add ink channels and increase the level

of automation.

"With the many challenges the retail industry faces, we wanted to ensure we were in the best possible position to respond to them," Edwards continues. "Being able to offer the latest products with relatively short lead times is increasingly becoming the norm, and this year we've seen a huge increase in the demand for print from one major retail customer in particular. There was no way our previous machine could have coped with such a rapid increase in demand. This was a major factor in our decision to invest in the Onset X1 and the machine

was more than up to the task.

"The fact that the Onset X1 can incorporate two white channels was also very appealing and it has given us a real edge in the market. There are certain product applications where our only alternative would have been flood-coating using screen machinery. Now we are able to use a one-step process rather than two, saving us valuable time and resources.

"We've seen a significant improvement in the quality of our print as well as an increase in output, allowing us to reduce the amount of work we sub-contract. We have also been able to standardise our colour profiling across all digital print machines, making our work process simpler and more cost-effective. With results like these, we can meet our customers' expectations and remain confident that we can always find a solution to help our customers solve their problems and create opportunities both today and tomorrow.

"I would not hesitate to recommend the Onset X1 to other businesses – the modularity of the system provides a platform that fulfils today's needs, while the option to upgrade enables you to cater for tomorrow's demands.

"Overall, Fujifilm was a pleasure to work with through the sales and installation process," Edwards concludes. "They are a global organisation at the forefront of print innovation and the support we were given was second to none, from the project planning and management, to the hand-over and execution. It all happened very seamlessly and we managed to comfortably achieve our target dates for the completion of the process. It was one of best installation processes I have been involved with."

For more information visit:  
[www.powerofinkjet.com](http://www.powerofinkjet.com)

# Whiter than white

The UK's first Onset X platform to feature two white channels has boosted production speeds and quality for leading global POS provider HL Display.

06

WIDE FORMAT



**"The fact that the Onset X1 can incorporate two white channels was very appealing and it has given us a real edge in the market."**

Adrian Edwards, Production Director, HL Display

## HL Display (UK)

Location: Harlow, Essex

Fujifilm Products: Onset X1

Type of Work: POS products for a huge range of local and global retail outlets

07

WIDE FORMAT

Fujifilm is set to use FESPA 2019 to highlight the versatility of its recently launched Acuity Ultra platform for the production of high quality, high end indoor applications, together with traditional outdoor signage.

At FESPA Global Print Expo 2019 (Munich, May 14th-17th), Fujifilm will use its stand (G15 in Hall A5) to showcase the Acuity Ultra, a superwide format printer targeted at the high end indoor graphics and outdoor signage markets. This recent addition to the Fujifilm Acuity range is unlike anything currently available on the market. It is a high productivity, UV superwide format printer offering almost photographic levels of quality at greater speeds, lower cost in use and better return on investment than any other existing machine. It generated huge interest when it made its FESPA debut at the 2018 show and with several high

profile installations in Europe now complete, it is a must-see in Munich as well.

The Acuity Ultra is available in 5 metre and 3.2 metre models with up to eight colour channels. It uses a new, high quality, low film weight Uvjet GS ink which is GREENGUARD and AgBB approved. This ink has been specifically designed to deliver the highest quality and is fully emission-compliant for interior graphic display work.

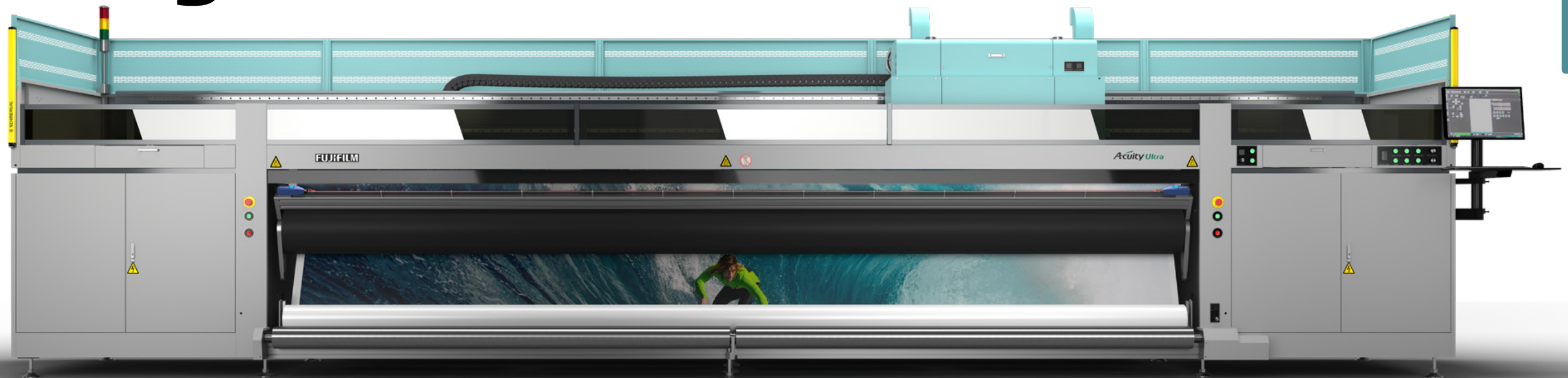
With a 3.5pl drop size ensuring incredible quality, the Acuity Ultra is ideal for the high end indoor display market, especially for brands focussing on the highest possible quality. Operating with

conventional UV technology, it runs at much higher speeds than LED competitors, but as the vacuum table is efficiently water cooled, it does not build up excessive heat on the print plate, meaning no shrinkage and allowing the use of heat sensitive substrates. Linear motors also ensure smooth edge-to-edge printing with no vibrations at the end of the run. With a throughput of up to 236m<sup>2</sup> per hour, the machine is capable of printing on three rolls simultaneously, as well as printing superwide format graphics up to five metres in width.

#### Acuity Ultra: key features

- Up to 236 m<sup>2</sup> per hour
- Uvjet GS inks - fully emissions-compliant for indoor applications
- 6 colours as standard (CMYK plus lights), 2 additional white channels option
- 3.5 picolitre grayscale printheads
- 0.1 to 2.0 mm media thickness
- 3.2 & 5 metre options
- Linear drive system
- Chilled vacuum table
- Powerful and intuitive graphical user interface

# Fujifilm at FESPA 2019





**"The transition was seamless and cost us nothing, as the installation and maintenance of the equipment are also covered by the fee."**

Chris Stainton, Co-owner, Typecast

## It all makes sense with PLATESENSE

UK print and design company Typecast Colour reaps the rewards of being one of the first printers to sign up to Fujifilm's new Platesense programme.

**FUJIFILM**





**"The press operators love the Fujifilm plates - they're cleaner, more durable and deliver better print quality."**

Chris Stainton, Co-owner, Typecast

Founded in 1980, Typecast Colour operated as a typesetting house until forming a long standing relationship with litho print specialist Principal Colour in 1997. With Typecast handling pre-press and Principal Colour looking after litho print operations, the two companies continue to work out of the same factory unit in Kent, south east England.

With an annual turnover of around £1 million in commercial print and reprographic sales, Typecast produces a wide range of products including greetings cards and annual reports. Using both offset and digital equipment, the company

services a range of clients from publishers and design agencies to end users, all of whom expect consistently high quality.

When Typecast's incumbent plate supplier of 15 years announced it was increasing its prices, Typecast decided it was time to benchmark the supplier against others and, as a result, became the first company to invest in Fujifilm's Platesense programme. Six months after starting to rent a Fujifilm plate processor and Superia LH-PJE thermal low chemistry plates, Typecast is now enjoying multiple benefits and has no regrets about the move.

"We had a good relationship

with our previous plate supplier, but after it increased its prices, we decided to explore other options," says Chris Stainton, Co-owner of Typecast. As part of his research into alternative suppliers, Stainton visited Fujifilm's UK showroom in Bedford and was impressed by the range of high quality equipment Fujifilm was able to offer. "Having seen Fujifilm's plates in Bedford last year," he says, "we decided to carry out a comparative test and ran the same job on plates from our existing supplier and then on Fujifilm plates, with the latter producing higher quality output. Bearing in mind that the press

was set up for the plates from our existing supplier, we were even happier with the outcome and it gave us the confidence to make the move to Fujifilm."

Following discussions with Fujifilm, Stainton then decided that the most cost-effective supply option would be Fujifilm's new Platesense programme. Typecast therefore signed up to a three year contract to rent a processor and pay for the 11,000 plates per year, all for a nominal monthly fee, eliminating the capital expenditure required to invest in a new processor and providing a consistent and predictable cost.

"The transition was seamless

and cost us nothing, as the installation and maintenance of the equipment are also covered by the fee," continues Stainton. "Not only did Fujifilm install the processor, but they also had to open up a doorway in the pre-press room to accommodate the machine and put in an extra door. And they even installed a water pump as our previous system had been processless."

Typecast's experience of working with Fujifilm has continued to be positive: "When moving over to any new product," says Stainton, "you anticipate that there are going to be some teething problems, but we've had absolutely no issues at all and the press operators love the Fujifilm plates - they're cleaner, more durable and deliver better print quality due to a sharper dot on the plate. When the plate goes on the press, it is more receptive to ink and dampening. When viewed individually, these improvements are relatively small, but, when put together, they add up to a significant benefit - something Dave Brailsford, the British Cycling coach, refers to as 'the aggregation of marginal gains'."

"Our three year contract also safeguards us against increases in the cost of aluminium and, in fact, allows us to make a cost saving as we know the plate price will be held for the next twelve months. And as Fujifilm

takes care of the developer change and offers a processor clean at least twice a year, we no longer need to manage this process ourselves, saving us further costs and time.

"Most of our clients expect fast turnarounds at competitive rates. Our ability to reliably deliver this is how we retain our clients. We're confident that our partnership with Fujifilm will enable us to maintain this standard. The support we received throughout the sales and installation process was superb - everyone was very approachable and supportive. I'd definitely recommend working with Fujifilm - they understood our needs and have addressed them with the Platesense programme. We see Fujifilm as a long-term supplier and think that they will be able to support us with other exciting technologies as our business expands."

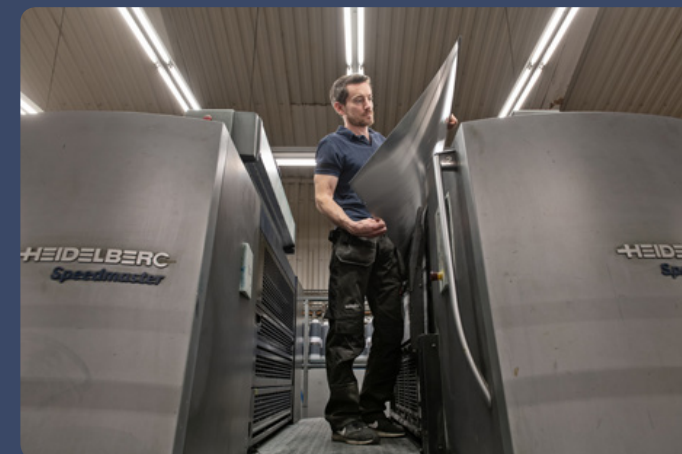
#### Typecast Colour

Location: Kent, UK

Fujifilm products: PLATESENSE programme - rental option

Type of work: Producing a wide range of products using offset and digital equipment

**For more information visit:**  
[www.platesense.com](http://www.platesense.com)







## The pendulum swings back

With many of the world's biggest online brands turning to print to engage with their customers, it seems that the days of digital-only marketing may be coming to an end. Sam Upton explains how Facebook, BuzzFeed, Uber, AirBnB and even Amazon are discovering the value of paper.

In November last year, a toy catalogue was mailed out to millions of Americans. Given that it was the run-up to Christmas and toys are among the season's most popular gifts, there's nothing unusual in that. What was unusual was the retail brand behind the publication.

Titled 'A Holiday of Play', the 68-page catalogue was planned, created and mailed by Amazon - the world's most valuable online retailer. On the face of it, for a company that's built its vast fortune in the digital arena to produce a print publication is one of the year's biggest surprises in marketing. Amazon thrives online, using a variety of digital platforms, sophisticated use of data, and a lack of bricks and mortar stores to keep its prices low and its profits high.

But by producing the catalogue, Amazon has not only demonstrated that print is a valuable marketing tool, but shown how a print publication can fit neatly into a hugely successful multi-platform marketing campaign.

### Building a buzz

It's not just Amazon that is turning to print to build its brand and expand its customer base further. Other online giants such as Facebook, Uber, AirBnB, LinkedIn and even online global online marketing company Mailchimp have all used print in the past few years to engage with their audiences in a more credible, tactile, memorable and trustworthy way.

More recently, US news website BuzzFeed created its own newspaper, distributing 20,000 copies around New York "to put some joy in the physical world," said Ben Kaufman, the company's CMO. The newspaper ran content from the online site, such as a guide to cooking steaks, a feature on the world of viral challenges, and a page of money-off coupons for similar internet-based companies.

"As we move more and more into a digital world, there are some subtle differences beginning to appear about how people feel about digital versus paper-based media," says Phil Alexander, Joint Managing Director of leading paper maker GF Smith. "We felt that digital was the future and that continues to be the case, but over the passage of time I think that mass of information and the way it's so instant is working against it - we are realising that digital is a fleeting experience and we don't get any feeling of ownership or any real connection with it."

That connection is what Facebook, Uber and AirBnB are trying to achieve with the launch of their own print magazines. Faced with increased competition in the battle for consumer attention, as well as a desire to have a physical presence in the hands and on the coffee tables of their users, all three companies are turning to print to set themselves apart, using the medium to foster

a sense of an authenticity and trust - qualities Facebook used when printing full-page apologies in the national newspapers after the data privacy scandal earlier this year.

"Paper-based items are finding a new and clear purpose," says Phil. "The tactility, being able to hold it and touch it, then still look at it even when we've put it down, creates a level of permanence and a much deeper connection than the transitory digital experience."

### A hive of print activity

While it's heartening to note that the world's biggest digital brands are discovering the value of print marketing, it's important to note that many brands, retailers and publishers are continuing to invest heavily in print, understanding that the reach and low cost of online and social media doesn't necessarily translate into physical sales.

The latest readership figures from the Published Audience Measurement Company (PAMCo) found that 89% of UK adults interacted with consumer magazine and newsbrand content in a typical month, which 37.3m people reached through printed titles. National newspapers have also experienced their best performance in seven years, with print advertising rising 1% to £153m in the first quarter (AA/WARC). It may be premature to get the champagne out, but it's a move in the right direction.

"There is a renewed optimism and verve sweeping through the publishing market for the first time in many years," said Adam Crow, Head of Publishing Investment at media agency MediaCom. "The market is a hive of activity from an advertiser investment perspective."

### Catalogue models

Print catalogues are also enjoying sustained success, thanks to their ability to engage with their target audience at a time when they're at their most relaxed, using the sensory nature of print to bring the reader closer to the brand and its products. While Amazon is new to the catalogue game, retailers such as John Lewis, Tesco, Sainsbury's, Aldi, Lidl and Morrisons have been reaping the rewards for years.

"The amount of catalogues we print for supermarkets runs into the millions," says Steve Middleton, Sales Director at finishing specialists

**"We are realising that digital is a fleeting experience and we don't get any feeling of ownership or any real connection with it"**

Phil Alexander, Joint Managing Director, GF Smith





**“Retailers know that a well-produced catalogue can completely alter someone’s perception of their brand”**

Steve Middleton, Sales Director, Celloglas



Celloglas. “What we’re seeing this year is brands spending a lot of time and money on the look and feel of their publications. Retailers know that a well-produced catalogue can completely alter someone’s perception of their brand.”

As well as being a permanent reminder of a brand in the home, catalogues are a proven way to drive sales. In fact, according to a Royal Mail MarketReach report, 52% of people bought more than they planned when shopping with a printed catalogue. They are also a convenient way to show customers a range of products, as well as giving them important details about those products. In the same report, 63% of people say it’s easier to browse through products in a catalogue, rather than in-store or online.

**A powerful combination**

Of course, no one expects print to return to production levels experienced before the advent of digital media. But there’s a sense across all areas of the print and marketing industries that

the levels are starting to balance, that print is beginning to find its place in the complex area of multi-platform marketing campaigns.

It’s impossible to say what’s around the corner, what new innovations will come along to further disrupt an already disrupted market, but brands of all shapes, sizes and backgrounds are discovering the value in print and, more importantly, using it to complement and boost their other channels.

“Digital is a great enrichment to our daily lives and we have seen some amazing developments,” says Phil Alexander at GF Smith. “But there’s now an understanding that the tactility and permanence of paper does a completely different job to digital and people are realising that when the two work together it’s a really powerful combination.”

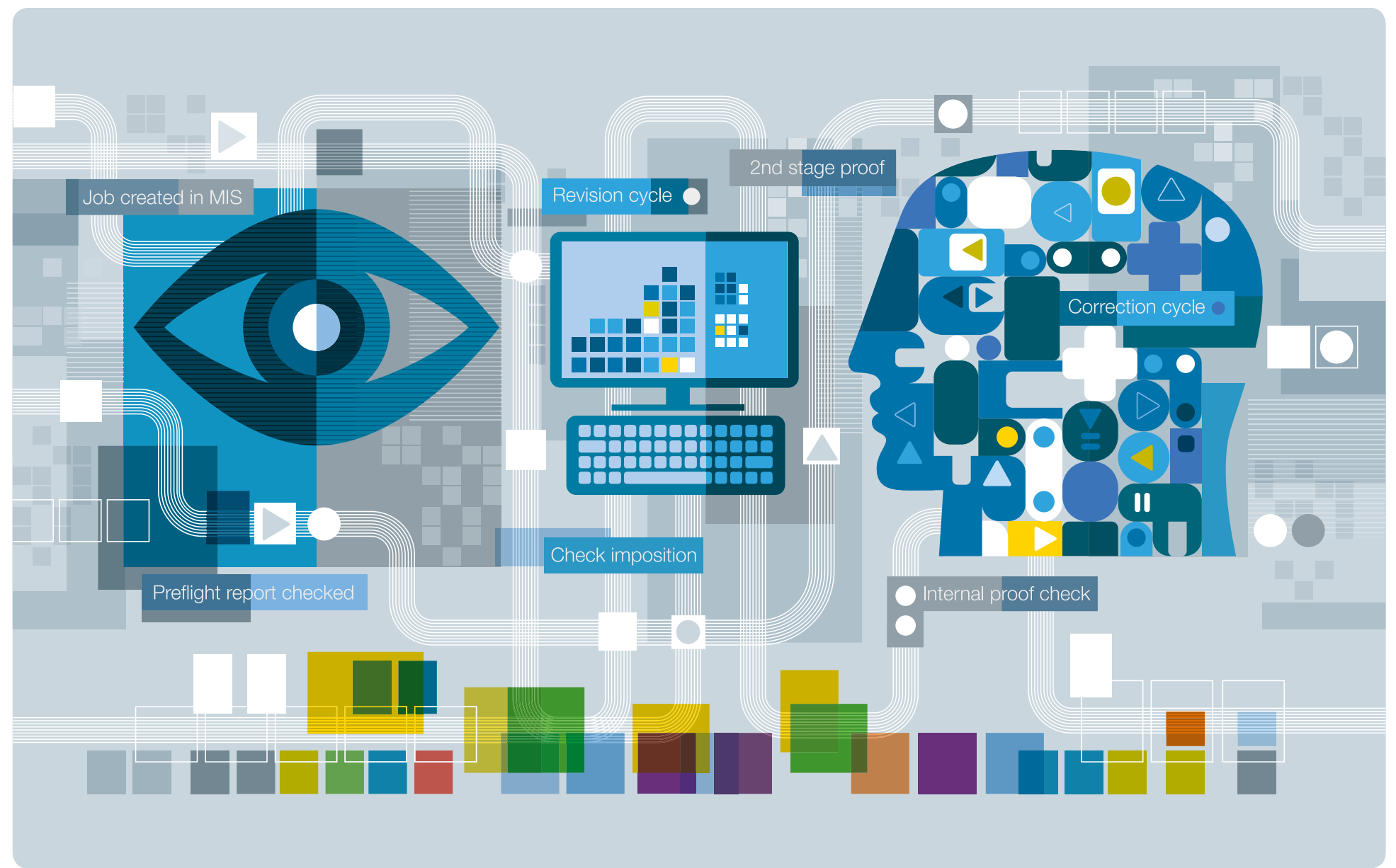
A version of this article was first published in The Page - visit [www.twosides.info/the-page](http://www.twosides.info/the-page) for more information



## Automation where it counts

The following article is the second in a series looking at the benefits of workflow automation and customer empowerment. The series is based on reports compiled by Key Point Intelligence/ InfoTrends, on behalf of Fujifilm, which examine the benefits of highly automated, user-friendly workflow systems. The first article in the series, which featured in the Winter 2018 issue of PRINT!, looked specifically at the benefits to small print service providers, in particular those with fewer than 20 staff. In this issue we examine the ways in which automation can aid mid-sized PSPs with 20 to 99 employees.

# Xtra Automation



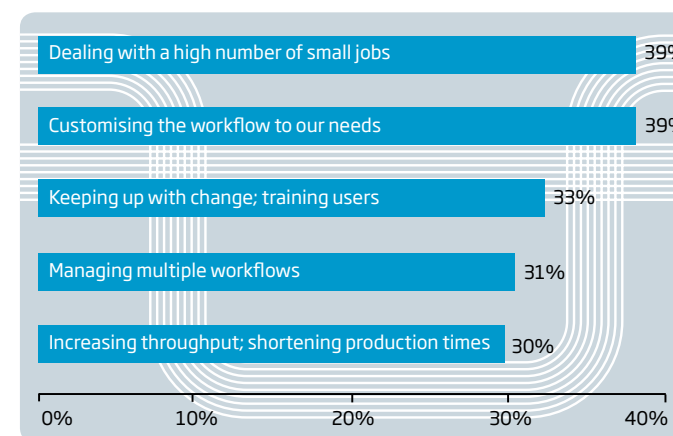
### Introduction

The speed at which a printer can execute is a differentiating factor in an e-commerce and instant gratification world. Customers are expecting printers to deliver a quality product at a competitive price with a superior customer experience, powered by online interaction and transparent communication at major stages of ordering, production, and delivery.

Mid-sized printers face several challenges to meet these customer expectations. Many printers have a patchwork of software solutions acquired over time that are often under-utilised. Maintaining and customising software to the needs of the business is also commonly

overlooked once the initial implementation is completed. These pitfalls cripple the printer's ability to increase throughput, meet service level agreements (SLAs), and contend with an ever-increasing number of small jobs—bottlenecks highlighted in the 2018 Western European Software Investment Outlook survey from Keypoint Intelligence - InfoTrends (right).

Mid-sized printers must implement a universal workflow that empowers their customers and increases production efficiencies through automating as many workflow touchpoints as possible.



### Customer service experience in 2018

It's 2018, not 2008. The bar for customer service is rising with every new technology implemented in the business-to-consumer (B2C) space, from live online chat to voice-enabled status updates. Customers expect to engage with a business online (mobile or web) and receive repeated communications that their order is in progress and on track. Professional, corporate print buyers down to the micro business owner expect a similar level of customer experience when ordering print today. So why are your customers e-mailing or sending files to your FTP site?

Fujifilm's XMF Remote is a web and mobile equipped portal where customers can upload files,



view potential errors, collaborate in real-time, and give approval. Better yet, the same file that is being viewed online is the same one processed for print output. The solution solves many challenges faced in print production:

- Easy and natural for a customer and internal staff to use, it starts by sending a secure link in an e-mail to the customer.
- More Secure and easier to maintain and use than FTP.
- Control and access to your customer's files is in your hands, not an online file service.
- Quality control is immediate as customers get near-instant feedback to know if their file is acceptable based on an industry leading preflight engine.
- Speed is of the essence, and one of the biggest bottlenecks in any workflow is getting the customer's approval (which can now be done and recorded online).

### Set the production workhorse free with automation

Most mid-sized printers are using a print MIS solution to track as well as manage customer and production information. Odds are favourable that your print MIS solution also supports the industry Job Definition Format (JDF) specification for passing job details and intent between software solutions. Information sent in the JDF file can greatly automate production workflows by creating the job based on data in the print MIS job ticket, pass the customer file to the workflow, and provide an instruction set on how to process the file and create the imposition. Fujifilm's XMF workflow can work with any JDF-capable print MIS solutions, such as Tharstern, to automate production and prevent the re-keying of critical job specifications that can lead to errors.

Regardless of the level of automation, there are also peaks and troughs in print production. You must plan for the peaks. XMF workflow uses core Adobe technologies, including the Mercury RIP Architecture, adding multiple instances of the Adobe PDF Print Engine (APPE) based on how much processing power is available at the server. It is like going from a Vauxhall to a BMW without the cost. Adobe's colour and trapping engines are also leveraged to maintain the integrity of PDF files through to the point of rendering for output and minimising file processing irregularities. XMF is also quick to adopt and implement the latest Adobe technologies to ensure peak performance.

### Last minute, qualified production

A lot can, and usually does, change between the initial request for a quote and the job shipping out the door. The customer may request a simple stock or quantity change, a more complex image/font change due to licensing restrictions, or a piece of

equipment might go down for service. Printers must implement a workflow where last minute changes can be executed and qualified for such exceptions.

Making a stock or quantity change is easy. Switching the job to another press or print technology at the last minute is not as trivial. Repurposing the job requires reprocessing of the file for colour management, imposition (stock, format size, and work style changes), and rendering/RIPing.

Fujifilm XMF and ColorPath workflow tools make these types of changes quick and painless. XMF takes care of format changes to move a job from one printing press to another through dynamic impositioning and ColorPath ensures colour is managed to that equipment's colour space by using DeviceLink ICC profiles. Since ColorPath is a cloud-based colour management system, the quality of the print run can be monitored from anywhere for colour compliance using targets placed in the sheet margins.

### InfoTrends' opinion

Printers that get fast and efficient at print production have the competitive (and often cost) advantage. New, shiny equipment can only take the efficiency curve so far. There are ample time and cost reduction opportunities in streamlining and automating job on-boarding up to the point of print, but it requires a workflow that is flexible and robust. Print production workflow tools from Fujifilm are certainly capable of improving many aspects of any commercial print operation.

### New MIS integrations enhance Fujifilm's XMF Workflow Solution

Fujifilm's XMF Workflow has recently become fully integrated with both Tharstern and EFI Pace MIS systems. A key benefit of the integration with the Tharstern MIS is the ability to deliver additional PDF content attached to an MIS job, with automatic page assignment helping for future reference purposes. This enables printers to streamline the delivery of artwork, and allows old jobs to be visible after they have been archived and deleted from within XMF. This is especially beneficial for web-to-print workflows.

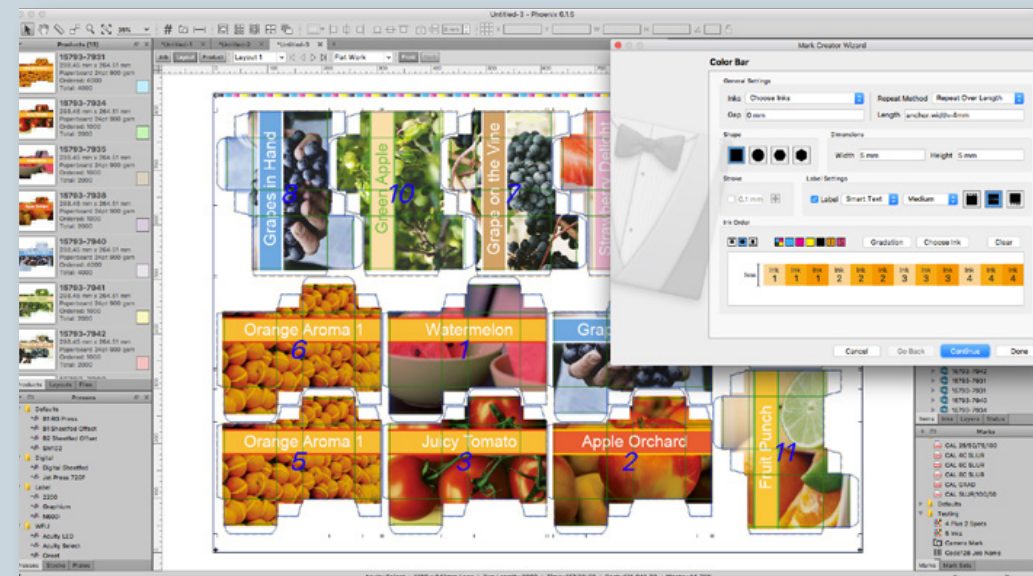
In addition, jobs created in the Tharstern MIS are pushed directly into XMF, including the full job description, customer details, product details and imposition requirements, saving time and ensuring that jobs are created consistently.

The integration with EFI Pace allows users to benefit from complete two-way end-to-end workflow integration. XMF's messaging to the EFI Pace MIS automatically completes all pre-press job planning activities in Pace Scheduling, reducing the time for pre-press data collection. A job can be submitted by Pace to XMF directly, and automatically processed in XMF. Once done, XMF sends information about the production timings and the number of plates used back to the MIS and the data is stored. This enables the EFI Pace MIS to manage not only the cost of the job, but also plate utilisation.

**For more information on Fujifilm XMF workflow visit:**  
[www.fujifilm.eu/print](http://www.fujifilm.eu/print)

# Phoenix rising

Phoenix imposition software from Tilia Labs, available as part of Fujifilm's XMF portfolio, offers highly sophisticated planning and imposition for the packaging, labels, commercial and wide format markets.



Designed to take the labour and the pain out of pre-press, Tilia Phoenix is a highly automated planning and imposition tool suitable for a huge range of work including packaging, labels, cards, tags, wide-format, and commercial print. Though it can be used purely as an imposition system for creating print ready layouts, or exclusively as a planning tool to estimate and report the production costs involved with printing a set of orders, its true value is in the way it can unite and automate the imposition and planning process to create a seamless workflow from initial quote all the way to RIP.

### Planning

Able to search across millions of combinations in minutes to find the most cost effective layouts, Phoenix minimises both press costs and post-press complexity. Hours or even days of work can be reduced to mere minutes and the system works equally well across square-cut and irregular shape designs, allowing users to get

the same benefits across a huge range of printing tasks.

### Imposition

When it comes to imposition, Phoenix (which actually started out as an imposition solution) offers one of the most comprehensive sets of imposition tools on the market. Intelligent and highly automated, it also offers the user pinpoint control over all aspects of the layout when adjustments are needed.

### Automation

Increased automation means less opportunity for human error and ever greater efficiency. It is becoming increasingly important in the modern print industry and Phoenix, with its intuitive, modern design that runs equally well on either Mac or Windows, provides the ultimate flexibility when it comes to automation, from plug and play with Enfocus Switch, custom scripted hot folders, to full-on web based REST-client.

## Ocyan Group

Ocyan Group is a leading Portuguese print company offering a full end-to-end service from pre-press to finishing, delivering a range of offset, commercial digital and wide format applications to a variety of customers in Portugal and beyond.

The installation of Phoenix workflow software in 2017 has transformed Ocyan's wide format print division, massively reducing the time and manpower necessary to deliver high quality products to its demanding customers.

Ocyan Production Coordinator, Carlos Júlio explains: "Complex job set up time that would typically have taken around half an hour previously, using a largely manual process, now takes two to three minutes, thanks to the degree to which Phoenix automates the layout process. Waste is also down as a result, and over the course of a week, the time savings become substantial. Planning time used to require two people for five days a week, now the same workload can be accommodated by one person in three days. This has freed up a huge amount of staff time to direct to other uses and gives us the opportunity to target new customers and new business opportunities."

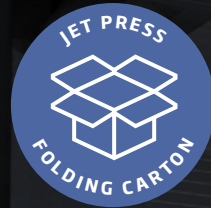
**"Complex job set up time that would have taken around half an hour previously, now takes two to three minutes."**

Carlos Júlio, Production Coordinator, Ocyan



# Another Jet Press deal packaged up in Germany

Cardboard packaging print specialist, Ebro Color unfolds new opportunities to win short-run work with Jet Press 720S installation.



22

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Based in Albstadt, southern Germany, Ebro Color is a modern, cardboard packaging print specialist with more than 90 years of history behind it. Founded in 1925, it has continually invested in new technologies over the years and now produces cardboard packaging and display units for a huge range of customers in a variety of sectors, from cosmetics, to food, jewellery and tourism.

Already something of a short-run specialist, offering run lengths as low as 25 units, the company decided to give itself even more flexibility and lower its costs still further by making its first digital press investment. After a careful decision-making process, it chose to invest in the Fujifilm Jet Press 720S specifically for folding carton production, with the press going into operation in September 2018.

**"Nothing else quite matched up to the quality of the Jet Press"**

German Brodbeck, CEO, Ebro Color

"Run lengths have been trending down for some time," says company CEO German Brodbeck. "We recently invested in a specialist offset press for short-run work and we've been very happy with it. However, as the trend continues and average run lengths get shorter still, we want to put ourselves in the best possible position to win new short run work and deliver it cost effectively.

"We were also seeing increased demand for personalisation and unique identifiers on printed products, so we knew this meant investing in digital, a first for us. We looked carefully at the market and attended demonstrations for a range of machines. In the end it was a combination of things that convinced us that the Jet Press was the right machine for us.

"First there was the quality. Nothing else quite matched up to it and we became convinced that it is at least as good as offset, perhaps even better. We talked to a few Jet Press users and the feedback we got from them regarding the quality was that it is at near-photographic levels and that customers often request that their work is printed on the Jet Press, even for longer runs where offset would be cheaper.

"The Jet Press users we spoke to were also very positive about the up-time which they said is reliably over 90%. We felt that the quality, combined with the reliability of the machine, represented excellent value for money and we also feel, based on our research into all the technology out there, that inkjet is the future.

"We see significant business growth opportunities ahead with this investment," concludes Brodbeck. "The Jet Press will give us the ability to offer ultra-short-run jobs (down to runs of one) both quickly and profitably, enabling us to produce high quality samples and prototypes, and to seriously target the end user market for the first time."

**For more information visit:**  
[www.imagineinkjet.com](http://www.imagineinkjet.com)

## Ebro Color

Location: Albstadt, Germany

Fujifilm products: Jet Press 720S

Type of work: Short-run cardboard packaging and display units for a variety of sectors.

23

B2 INKJET







# The full POS package

A recent Jet Press 720S investment has helped a German POS print service provider to offer a full-service package, including small format material, to its customers.

Based in Bergisch Gladbach, Germany, KL Druck has a proud 120-year heritage and specialises in producing point of sale and out-of-home products for a range of high-profile global brands, including Audi, Adidas, Lindt and Primark. A screen printing pioneer in the years following the Second World War, the company began investing heavily in digital print technology around 20 years ago. Its latest investment, the Fujifilm Jet Press 720S, began operation in August 2018.

"We first heard of the Jet Press when it was launched at drupa, 2012" says Gerhard Worch, Managing Director at KL Druck. "We were then, and remain to this day, a Fujifilm plates customer, but this new machine certainly grabbed our attention. We kept an eye on its development over the years and as our business grew and our customer requirements evolved, the Jet Press became the obvious next investment choice for our business."

"We pride ourselves on being

able to offer our customers a full service POS package, which often includes both large and small format material. Until now we've had to outsource smaller format work, where run lengths were too short to produce cost-effectively on offset. With our investment in the Jet Press, we can now produce everything in-house, and can do so quickly and affordably without compromising quality."

"Over the past five years in particular, we have noticed a significant change in the

**"The Jet Press really stood out to us. The quality and colour gamut were far better than anything else we looked at."**

Gerhard Worch, Managing Director, KL Druck

turnaround times required by customers. Campaigns were traditionally planned well in advance, whereas now, customers often won't finalise details until the last minute. As a result, they need print turned around at a much quicker rate than ever before. The Jet Press helps us to meet these requirements, allowing us to get finished products back to customers at a much faster rate and for a more competitive price."

Worch continues: "We did, of course, explore a range of press

options, particularly some toner-based alternatives, but the Jet Press really stood out to us. The quality and colour gamut were far better than anything else we looked at, and we also liked the fact that the Jet Press is sheet fed and fits in perfectly with our existing finishing systems. Furthermore, many of our customers are increasingly eco-conscious, so the fact that the Jet Press uses water-based ink was also a major contributing factor in our decision."

Worch concludes: "Through-

out our history working with Fujifilm, we've been very happy with the level of service and support provided, and the Jet Press sales and installation process has been no exception. And as for our customers, they are very excited about the new creative opportunities our investment in the Jet Press has provided to them."

**For more information visit:**  
[www.imagineinkjet.com](http://www.imagineinkjet.com)

## KL Druck

Location: Bergisch Gladbach, Germany

Fujifilm products: Jet Press 720S, Fujifilm litho plates

Type of work: Rapid, high quality, short-run POS materials in small and large format sizes

