



Web-to-print workflow automation at Photoweb

Background

With today's technology and digitalization, there are no limits creating your own photo objects online. Whether photo books, photo albums, photo calendars, photo canvases, invitation cards or decorative objects, the possibilities are endless. These products and more are offered by the French print service provider Photoweb. Since 2000, Photoweb has been constantly evolving to offer higher quality and more innovative products. These are produced on machines from HP, Xerox, Horizon, Zünd and many more.

Success story E-commerce photo products



Challenges

- Large number of small and highly individualized orders
- Lack of integration capability of the existing system
- Production workflow management was almost entirely under control and responsibility of the IT team
- No possibility to create different imposition schemes for the same product
- Need for fast, on-time production and delivery

Solutions

- ✔ Barcode-based production control with information on format, quantity, number of pages and other production parameters
- ✔ Complete integration of the software with existing machinery
- ✔ IT-independent control and modification of the production workflow
- ✔ Automated and dynamic impositioning based on templates or individual criteria
- ✔ Possibility of different work models, e.g. automated, manual or a mix of both

BENEFITS



ON-TIME PRODUCTION
OF DIFFERENT PRODUCTS



SEAMLESS INTEGRATION
OF ALL SYSTEMS INVOLVED



FAST AND FLEXIBLE
WORKFLOW CUSTOMIZATION



INTELLIGENT AND
AUTOMATED IMPOSITION

**READY TO AUTOMATE YOUR
PRODUCTION PROCESSES?**



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