

Basler Zeitung



As reliable as a Swiss clock – OneVision solutions in use at Basler Zeitung Medien

The impressive success story of the Swiss companies group Basler Zeitung Medien dates back to 1729, when the first issue of the predecessor of today's Basler Zeitung was published. Today the leading media house in north-west Switzerland, Basler Zeitung Medien specializes in the publication and printing of newspapers, advertising materials and special print jobs. The company's flagship publication, Basler Zeitung, has a reputation extending far beyond the local Basel area and is known affectionately by its readership as "BaZ".

Every day, around 94,000 copies of the Basler Zeitung are produced in the BaZ printing center. This high-performance newspaper printing shop draws on extensive expertise and cutting-edge technology to plan, implement, produce and distribute many kinds of newspaper products in a wide range of formats and paper qualities. In addition to the Basler Zeitung and various in-house publications, including the Baslerstab free newspaper and five smaller local newspapers, the BaZ printing center offers external customers a range of newspaper printing services.

Basler Zeitung Medien has been an enthusiastic user of Asura and Solvero for years. Stefan Havasi, Production Manager of the BaZ printing center, explains why: "In the past, we had no means of carrying out automated quality checks on data input or during internal processing. What's more, we had no way to set up fixed workflows, which meant that users needed a great deal of expert knowledge. If – for whatever reason – this knowledge wasn't available, this often resulted in customer complaints, lost production and downtime.

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Asura's integrated automatic quality checks give us great peace of mind in our daily processes. The use of hot folders allows us to generate workflows which are binding for all employees. This increases not only the reliability of our production but also our efficiency. Asura has made unpleasant surprises during printing a thing of the past!"

In Solvero, Basler Zeitung Medien has a comprehensive software tool for editing text, images, graphics and colors in PDF, PS, EPS and XPS files, enabling it to react to last-minute customer changes or quickly and easily correct any final errors before printing.

In the fall of 2008, Basler Zeitung Medien decided to expand its OneVision software package with the acquisition of PlugINKSAVEin, OneVision's automatic ink saving solution. PlugINKSAVEin is a plugin for Asura and Asura Pro which can help to significantly reduce ink quantities during printing. To save printing costs, it re-separates the CMYK printing data. This reduces the quantity of ink used without affecting the image quality or appearance. PlugINKSAVEin replaces expensive chromatic color components (Cyan, Magenta, Yellow) with less expensive black (K) ink.

"Before we started using PlugINKSAVEin, we had far longer set-up times on the printing press, higher spoilage, and a less stable print image," recalls Stefan Havasi. "In addition, there were often unwanted ink transfers in the mailroom, generally caused by the straps of the roll winder.

PlugINKSAVEin has enabled us to meet these challenges. It is also helping us save money in our daily processes, particularly when printing dark advertisements and images with high color content. Our latest figures show a significant drop in our consumption of chromatic inks since introducing PlugINKSAVEin. It has also allowed us to reduce the maximum ink density in the BaZ printing center to 180%."

In addition to the above-mentioned reasons, a crucial factor in the decision to invest in PlugINKSAVEin was its simple operation, the fact that it can be put into productive use on the very first day, and the excellent price-performance ratio of the software.

Overall, the Basel printing center is very satisfied with the performance of the software solutions. Stefan Havasi concludes on a wholly positive note: "Since the introduction of our OneVision software package, we've been able to work day in, day out without any incidents worth mentioning. The solutions operate so reliably that we sometimes forget they're there." And that's the highest compliment you can pay to a software application.

Interested? More information on www.OneVision.com.

