

OneVision

Customer Case Study



OneVision Solutions for Corporate Publisher



Solvero

If you think about Bayer CropScience, terms like pest management, seed care or crop spraying cross your mind. Challenges in prepress are certainly not the first thing you would think about.

With its innovative products and future oriented know how, Bayer CropScience Germany is one of the leading suppliers of pest management products in Germany. "Pest management" is – next to "house and garden" and "pest control" – one of the three areas of operation of Bayer CropScience. To market the products of this business unit, the team of the Environmental Science Advertising department produces two main projects per year: the garden booklet which has tips and tricks for gardeners, and the product catalogue, with detailed information about all the products offered.



The garden booklet is released every year and is designed as an A5 booklet with 64 pages and a print run of two million. The product catalogue is designed as an A4 with 88 pages and a print run of 20,000.

Until 2003 the workflow from genesis of a file to the final production was extremely complex and time consuming – especially when changes became necessary just before print: both the garden booklet and the product catalogue are produced in cooperation with an external advertising agency. After the concept is defined, all pictures and text are then chosen and harmonized. The advertising agency then create the files in Quark or Freehand and passes them on to an external litho company who then produces the printer's copy as a PDF format.

"In the past we had problems especially with files requiring necessary changes when it was already at the printers. As text in PDF files could not be edited, the file had to be sent back to the litho company and changed by them. Only counting the annoying telephone calls as to where a file was and in what status ... it cost us hours!" explains Katja Cornelius-Keller, Advertising Consultant at Bayer CropScience. After a file was adapted at least two correction control instances, or proofs, were necessary for the advertising department and the lithographer. Finally – after quite some time – the now corrected file could be sent back to the printer.



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Due to the high expenditure of time for corrections, the department Environmental Science Advertisement started to look for a solution in 2003, which was user-friendly and at the same time a professional PDF editing tool. They deliberately decided against DTP software and not to buy every latest version of every single product at every release. After testing different software solutions the team decided to purchase OneVision Solvero as it offered the most comprehensive functionality and on top of that it was the user-friendliest solution. "Today I simply download the PDF file of the garden booklet and do all necessary changes myself in the PDF file. Afterwards I upload the file and it can be printed immediately", explains Katja Cornelius-Keller. In that way Bayer CropScience saves two complete correction instances. Amongst other things today all text changes are made with Solvero today and Bayer CropScience especially appreciates the possibility to integrate fonts and make adjustments. "Additionally we change size formats in Solvero, which occurs quite often when dealing with journals. For example an ad is constructed at 297 x 210 mm but the magazine needs it at 288 x 205 mm we simply apply the changes with Solvero and generate the final PDF file."

The workflow from file creation to print has been simplified enormously since integrating Solvero. The OneVision Software not only helped to simplify work routines and eliminate unnecessary working steps and thus give the team more time for their "real" work: "We have already identified that the investment in Solvero will pay off after one year only", says Katja Cornelius-Keller.

If you want to know more about OneVision and the OneVision software, please do not hesitate to contact your local sales team:

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Please find out more about Bayer CropScience at www.bayercropscience.de

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