

Speedflow

**Printerette** 

## Speedflow to Print On Demand

If you are ever looking for a flexible and dynamic full-service printer – think about turning to Printerette in Amsterdam, the Netherlands: they will provide you with an all-embracing one-stop-job solution.

“People turn to us with all their wishes and needs regarding printing,” says Willem Jubels, CEO of Printerette. “It is our ambition to exceed their requirements. But to be able to offer best service and quality available you continuously have to be technically up-to-date.” Especially for small and medium sized printers like Printerette this poses a real challenge. The company was founded in 1902 and specialized in the digital market and in Print on Demand within the last years. Employing 35 people, six of them in the prepress area, the company can be called a good medium-sized business.

Underlining its continuous ambition in improving in all areas of business Printerette is a member of the International Printers’ Network (IPN). The IPN is the world’s leading global alliance of companies in the printing, visual communications and graphic arts industry. Its members continuously exchange information on latest news, best technology available and economic solutions. Printerette became acquainted with OneVision through the IPN network. As Printerette serves a lot of small customers the company used to have difficulties with incorrect incoming files that could not be printed without manual intervention. Since 2003 Printerette has been using Speedflow in its prepress area to remove frequently occurring errors automatically and hence emphasize its continuous ambition to improve their workflow.

Before integrating OneVision software in its workflow the prepress team used to spend a couple of hours every week searching for errors manually. “It was kind of a game of trial and error,” says Willem Jubels. “Searching for mistakes and finding a wrong image on page 87,” Speedflow offers Printerette standardized documents that can run seamlessly through print and media production, at the same time eliminating frequently occurring production problems with incoming files and converting them to the PDF standard Printerette needs.”

## Case Study (page 2)



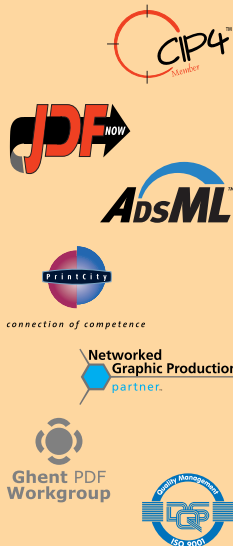
Willem Jubels commits his employees to process almost all files via Speedflow. If mistakes cannot be rectified automatically by Speedflow Check the files must be processed via Speedflow Edit. In that way, approximately 70% of the created files have run through, or were created by Speedflow before printing.

The software saves Printerette about ten man-hours every week and Willem Jubels regards it to be the perfect solution for his workflow: "Speedflow not only saves me time, it is also a very economic solution for PDF-based companies," says Jubels. "The big brothers and sisters Asura and Solvero are certainly more advanced, but for my company Speedflow constitutes a software solution that offers everything I need at a reasonable price. I have never regretted my decision to purchase Speedflow."

Since installing Speedflow Printerette's CEO had some discussions with other printers and publishers about certified PDFs. Willem Jubels aims at convincing them that it is not necessary to accept certified PDF only as long as a PDF has been created with OneVision software. "The standard of OneVision is far higher than the one of certified PDF – though I know that OneVision offers Sealed Profiles for producing Sealed PDF documents to meet standardized production requirements."

Improving the speed of Printerette's production and underlining their commitment to the digital printing era, Speedflow is the best solution for the company. Again an IPN workshop helped Printerette to improve their workflow even further. Focussed on quality assurance and best technology Speedflow helps Printerette to serve their customers.

Interested? Then click [www.OneVision.com](http://www.OneVision.com) for further information.



## Simplify Print and Media

OneVision is a multi-national software company providing innovative, cost-effective software solutions designed to secure and optimize complex workflows in print and media production. OneVision software saves time and expense assisting its clients in improving the speed, security, and simplicity of their workflows.

OneVision's customers include leading newspaper & magazine publishers, commercial printers, prepress companies, advertising agencies, and industrial enterprises. With more than 10 years of extensive experience in developing software for the graphic arts, OneVision today is one of the world's leading suppliers of software technologies for digital printing and publishing applications. As a market leader OneVision advances their customers' interests in associations such as CIP4, PrintCity, NGP, Ghent PDF Workgroup, Ifra or NAA as well as in ISO committees.

OneVision's quality management system is certified based on ISO 9001:2000 standards.

We look forward to supporting you in optimizing your workflow.

For details, please visit: [www.OneVision.com](http://www.OneVision.com)