



Speedflow

VVA's recipe for success: individualized solutions

Communication can only be successful if it is individualized and if all actions are harmonized. Thus VVA Kommunikation, a German media service provider, offers a "one-stop" service to its customers – ranging from conception, corporate design development, and editorial work to design. VVA's service includes online concepts, database solutions as well as prepress, press and fulfilment.

VVA puts emphasis on dealing with the individual requirements, wishes and needs of every customer. Founded in 1894 the company today employs 500 people in six locations in Germany. Additionally VVA has a subsidiary in Dubai and thus also serves customers in the Middle East. For example Aral, Bayer BKK, BMW, Citybank, E-Plus, Dresdner Bank, Ford, Novartis, Olympus, Toshiba and TUI are very content with the results of VVA.

In the commercial printing area VVA prints around 100 publications, including many journals. "People tend to forget that the quality of a final product depends on different steps. Many people do not know about the importance of the prepress department. But the professionalism of this area has great impact on the whole print project", says Andreas Wirtz, head of prepress at VVA Duesseldorf.

Winning time and quality in prepress

Today VVA has a totally digital workflow easing processes for VVA customers and the team itself, but that used to be different: "Do you also face this situation? You have to process files that were either externally or internally produced. Time is short as the designers worked on the files until the very last minute. Finally the files documents arrive in the prepress department, but they weren't normalized and the resolution of the pictures is wrong. We used to have hassles with these problems a lot. My team can talk for hours about received RGB or LAB files as well as wrong ICC profiles. Until recently all those files needed manual intervention. Unfortunately some file problems remained undiscovered until the RIP process, what caused a lot of interruptions", says Andreas Wirtz.

The solution: Speedflow in the prepress area

In 2004 VVA decided to further standardize processes in the prepress department to automatically exclude recurring problems. After investigating the range of products in the market, VVA decided to implement OneVision Speedflow in its workflow. After using Speedflow for only six weeks VVA has been able to solve most problems in the prepress area automatically. Today files are automatically checked according to predefined criteria – for example image data with wrong defined colour space is automatically converted. Furthermore fonts are automatically vectorized to achieve a maximum of data security.

Andreas Wirtz considers the early file optimization as essential improvement. As problems are recovered in an early stage of processing only faultless files are forwarded to the image setter. "As jobs pass the RIP process without any hassle we save about four hours every day in the imagesetting area. Thus our team has more time for important jobs and we recognize an improvement of quality in the whole prepress area."

Benefits for VVA and its customers

The internal optimization allows VVA to produce all files on time in the correct quality – without extra hours, and without manually working on files. The consequence of this optimization is extremely satisfied customers, who are happy to work with VVA again. And as it is 10 times more expensive to attract a new customer than to keep an old one, the investment in Speedflow has already paid off.

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If you want to know more about VVA please visit www.vva.de

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