

mediaprint
PerCom GmbH & Co. KG

asura

INKSAVE


Commercial Printer Increases Production Security, Boosts Quality Using Software that ‘Pays for itself’

With OneVision’s software solutions for file normalization, mediaprint PerCom utilizes its RIPs longer, increases the quality of the print production files and reduces error rates and ink costs significantly.

Based in Germany, mediaprint PerCom GmbH Co. KG is a high-end commercial printer that specializes in magazines and catalogues. As one of the biggest independent magazine printers in Germany, mediaprint PerCom prints more than 100 different magazine titles with circulations that range between 12.000 and 100.000. The printer’s customers are leading publishers that focus on specialized areas such as cycling and motor sports.

The prepress department produces annually 54.000 plates, a number that increases every year. For Axel Arndt, prepress manager, changing technology and software is one of the biggest future challenges. Arndt said, “The launch cycles for DTP software like InDesign or Quark are getting shorter and shorter and the vendors constantly introduce new updates and features. Apart from the different level of education of the users, it sometimes seems that the users function somehow as beta testers.”

The in-house standard is to deliver a job in less than 48 hours from order intake – while also assuring the highest customer satisfaction possible – increases the demands placed on the prepress department. All kinds of incoming files must be processed, transparencies must be handled correctly, fonts and colors must be printed correctly and much more.

Success Story

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The prepress department of mediaprint PerCom GmbH is equipped with two Brisque RIPs. Due to technology changes, the company was forced to reconsider its workflow. Explains Arndt, "We had two options: Either purchase a complete new workflow or add missing elements to the existing one. Then we found OneVision software for file normalization and ink saving."

OneVision's software closed the gap between new PDF functionalities and the existing older RIPs. Transparencies were flattened and fonts embedded. The results of the initial color space conversion tests were met with enthusiasm by the prepress staff says Arndt, "We are very happy with the results of the conversion from RGB to CMYK. We tested different possibilities, but when it comes to the complete functionality, OneVision clearly delivers the best result. Meanwhile, we no longer request files already converted into PDF 1.3 from our customers. Rather, we take the PDF 1.4 or even higher and convert them ourselves as these files pass smoothly through our workflow. The customers are very satisfied with the results."

The printer chose OneVision software for its ink saving functionality. With this software, production files are not only controlled and corrected, but also color optimized at the same time. The print files are re-separated and optimized so that the more expensive colors, including Cyan, Magenta and Yellow, are wherever possible replaced by less expensive black without changing the visual impression. In fact, the enhanced grey balance allows mediaprint PerCom to print high volumes without noteworthy color deviations.

Arndt summarizes, "Our decision to select OneVision's software was correct: The quality of the print files – not only from the color point of view – could be considerably increased. As a result, the error rates have decreased. Meanwhile, the PDF error report gives customers an on-screen depiction of any faulty elements in the files, which also train our customers for the future. The investment pays back via reduced costs due to fewer errors and the ink savings. And if a problem occurs, OneVision's customer service offers quick response times and knowledgeable experts."

Interested? More information on www.OneVision.com.

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