



INSPIRE CUSTOMERS

With personalized and embellished direct mailings

The effect and success of personalized direct advertising has been proven by various studies and experiences. Self-mailers, cards, and other mailings have high success with customers, especially through embellishment and personalization. This is exactly the kind of product in which printing companies such as Kolumbus or Paragon has specialized. The challenge, however, was for a long time to bring the customer files from different sources to a uniform standard, shorten processing times and increase quality. That's why the print service providers decided to automate their workflows. Enormous successes were already evident during the first months.

Challenges become strengths

Seamless integration

The integration of the automation software with the existing system landscape ensures a seamless end-to-end workflow, from file input to printing and finishing.

Smooth processes

A smooth production workflow replaces manual, error-prone work steps and guarantees high quality print products.

Increased throughput

By automating processes and job preparation, the printing machines can be continuously supplied with new print jobs. Downtime is minimized and throughput is significantly increased.

Time savings

The automation of file management and file preparation reduces manual intervention to an absolute minimum.

More efficiency through automated processes

Fully automated file optimization

The file optimization prepares the individual files according to requirements. Typical prepress tasks such as adding missing bleed and white/varnish masks, and many more are automated.

Dynamic software solution

The modularity of the software allows individual configuration and short-term changes of the processes.

Standardized print files

Incoming print files from a wide variety of sources (e.g. different agencies) is automatically converted to a uniform standard based on the requirements of the printer.

Variable Data Printing

VDP generates individualized print files based on defined templates. Personalized print products can thus be personalized automatically in the minimum amount of time.

“Using OneVision’s software solutions has a great advantage because it allows us to automate the verification and normalization of PDFs. This saves us time.”

Christian Gulke, Managing director and owner of Kolumbus GmbH

Initial situation with conventional processes

- A lot of incorrect print files, from different sources.
- Many manual work steps in print file preparation cost a lot of time.
- Detection of errors only in the finished prints, which resulted often in long troubleshooting.
- Time pressure due to narrow time windows in which deliveries must be made.

Advantages through digitized, automated processes

- ✔ Maximum print quality is ensured by standardizing the print files.
- ✔ Errors are corrected automatically, manual correction is no longer required.
- ✔ Print files are checked and optimized using more than 130 criteria, which has significantly reduced errors.
- ✔ Tight time frames can be met without any issues, machine downtimes are shortened to a minimum.

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