



## Profitable print-of-one: Process automation at Edubook AG

### Background

Short runs and highly customized print jobs are increasingly demanded by customers in both the consumer and business markets. Edubook, a Swiss printing company, specializes in this area and offers its customers books, magazines and catalogs in short to single runs. The print service provider uses a variety of hardware for short-run production. In addition to Ricoh digital presses, the company uses Canon inkjet web presses and Tecna as well as Hunkeler binding and cutting equipment for finishing.

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*“We have 50% more orders in house compared to before, but still with the same staff.”*

Sergio Nobile, CEO Edubook AG

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edubook  
DRUCK. BERATUNG. LOGISTIK.

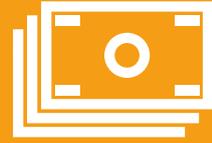
## Challenges

- A lot of incorrect print files, that were not created according to specifications
- Files without bleed, but with color areas defined all the way to the trim box or trimmed edges
- Time-consuming manual error correction and file preparation
- Decreasing circulation number up to print-of-one
- Lack of integration with finishing, embellishment and binding

## Solutions

- ✓ Intelligent file optimization prepares individual files according to requirements
- ✓ Detection and intelligent addition of missing bleed by pixel mirroring or pixel stretching
- ✓ Dynamic imposition enables efficient placement of print files based on the page format
- ✓ Barcode-based production control that the software places on the print forms
- ✓ Synchronized production of cover and content
- ✓ Direct integration with printing, gluing, cutting and binding equipment

# BENEFITS



**INCREASED REVENUE**  
THROUGH STREAMLINED WORKFLOW



**RISING NUMBER OF ORDERS**  
AND PRECISE CIRCULATIONS



**AUTOMATED AND RELIABLE PROCESS**  
FROM FILE INPUT UP TO THE FINAL PRODUCT



**INTELLIGENT AND AUTOMATED**  
IMPOSITION AND PRINT FORM CREATION

**READY TO AUTOMATE YOUR  
PRODUCTION PROCESSES?**



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