



## Deliveries on time: Automation in commercial printing

### Background

From business stationery to flyer, cards, posters, brochures, magazines and books – Cober is one of Canada’s leading commercial printers, including a large format division. The business was founded more than 100 years ago as a printer for grocery flyer. Now, the company handles in average 2,000 orders per day with different products and requirements. For this, Cober relies on an efficient and on-time automated production workflow. The print service provider produces on machines from Heidelberg, HP, Müller Martini, Epson, and others.

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*“We are able to have those faster turnarounds because we are able to automate the work.”*

Jeff Sider, Senior Development Manager

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cober

## Challenges

- Manual file handling, file checking and optimization takes valuable time
- Incorrect files bogged down the entire workflow and resulted in extensive troubleshooting
- Different print files from different sources; often the specifications were not met
- Systems used were unreliable and often failed
- Staff needs a lot of time for imposition and print form creation

## Solutions

- ✔ Automation of file management, preflight including corrections and impositioning
- ✔ Automated file corrections such as adding missing bleed, color management and much more ensure error-free production
- ✔ Print files from various sources (web shops, sales department, etc.) are standardized in a central system
- ✔ The software ensures the stability of the entire process, 24h a day/7 days a week
- ✔ Intelligent workflows handle the fluctuating numbers of incoming jobs smooth and reliable

# BENEFITS



**SMOOTH INTEGRATION** WITH WEB SHOPS AND CUSTOMER SYSTEMS



**ON-TIME PRODUCTION** EVEN WITH HIGH ORDER LOADS



PERFECT-FIT OPTIMIZATION OF PRINT FILES ENABLES **EFFICIENT PROCESSES**



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

**READY TO AUTOMATE YOUR PRODUCTION PROCESSES?**



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