



## Automated processes prove optimized production times for AURA Brand Solutions

### Background

AURA Brand Solutions is one of Europe's leading commercial and visual communications companies. The company was founded in 1927 and has about 150 employees. Its main business is the production of wide format prints and the installation of large wrap laminates for rail and fleet vehicles. AURA's production includes more than 7,000 custom products manufactured in-house per year and the processing of more than 600,000 m<sup>2</sup> of self-adhesive films and print media annually. The print service provider works with HP and EFI printers and uses various Zünd cutters.

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*"We have improved sustainability and economy through better material yield thanks to OneVision's technology."*

Stuart Halliday, Studio Manager

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## Challenges

- Preparation of production files required significant resources
- Huge file sizes slow down the production – e.g. a single output panel was 1.2 GB or larger
- Processing of the production files had the potential for error due to repetitive manual intervention
- High costs due to substrate not being used to full capacity – time consuming manual nesting
- Needed to speed up the processes to increase efficiency and capacity

## Solutions

- ✔ Automated and digitized processes through OneVision's software solution
- ✔ Automatic extraction of the panels from the PDF
- ✔ Some workflows are semi-automated to enable dynamic user interaction
- ✔ Conversion to the required production size and necessary resolution
- ✔ Intelligent nesting and cut line management technology
- ✔ Export of print-ready single panel files as well as material-saving nestings/ganging forms

# BENEFITS

UP TO **80%**  
**FASTER PREPARATION**  
OF PRODUCTION FILES



INCREASED **EFFICIENCY** DUE TO  
AUTOMATED **FILE PROCESSING**



IMPROVED **SUSTAINABILITY**  
THROUGH AUTOMATED **NESTING**



**SMOOTH** RUNNING  
**END-TO-END** WORKFLOW

**READY TO AUTOMATE YOUR  
PRODUCTION PROCESSES?**



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