„OneVision offers us professional and well-engineered software to automate and optimize our daily work in prepress."

PARAGON
Customer Communications

Andreas Mann,
Prepress Manager of Paragon Customer Communications Schwandorf GmbH

Dialog marketing specialist Paragon Customer Communications Schwandorf GmbH explains how the automation software Asura has significantly reduced the error rate for print jobs and optimized print quality, especially in the inkjet sector.

Every print service provider is challenged on a daily basis to complete a wide variety of print jobs as quickly as possible and in the best possible quality, always depending on the publication requirements. But what is the best way to do this? Andreas Mann, Prepress Manager of Paragon Customer Communications Schwandorf GmbH, shows how the implementation of personalized and individualized print campaigns goes hand in hand with a fully automated prepress process and which successes are achieved in terms of reliability, efficiency and print quality.

The dialogue marketing specialist is part of Paragon Group Limited and, with around 1,300 employees in six countries, it is one of the leading companies for individualized customer communication in Europe. The company supports retail customers across all industries, such as Payback, dm, T-Mobile and the Otto Group, in the implementation of marketing campaigns. In addition to comprehensive concept consulting, address and data management, the print service provider also creates a wide variety of print products for its customers, such as printed mailings in the form of cross folder direct mailings, pop-up self-mailers, bulk mail (mass print products), magazines and much more.

Ongoing production on the digital web press

Mr. Mann, what printing processes and machines are used by Paragon Customer Communications?
For the creation of our print products we rely on sheet-fed and digital web printing as well as web offset printing. Our machinery consists of various offset and digital printing machines such as the HP Indigo, the Prosper Press from Kodak and the Rotoman from MAN Roland. In addition, we use more than 100 high-speed inkjet printing systems and finishing machines for finishing our print products.

What is your average order volume per year?
In web-fed printing alone, we have around 1,000 orders a year with over 3,000 versions. The number is even higher in digital printing.

Why did you decide to purchase OneVision solutions? What did you expect from the new technology?
We grew up with OneVision and have been using the software for years. The first products we had from OneVision were the prepress software Asura and the PDF editor Solvero. Since Asura was linked to the Workspace workflow management system, the production lines can be

more versatile and many individual steps can be automated. This increases our efficiency and guarantees production reliability. We especially appreciate the versatile application possibilities and the modular construction in Workspace.

Please describe your workflow. Which software and systems are you using, where are OneVision products embedded in your workflow?

We use the OneVision solutions in two departments of Paragon Customer Communications Schwandorf GmbH. The main area of application is in prepress. Here, all data is checked and optimized with the Asura prepress package. The Layout Programming department uses the software to automatically embed watermarks – depending on file names – in PDFs. For error-free variable data printing, the position (x,y) of special texts in documents is determined according to certain criteria. With Asura's „Compare Documents" module we can easily compare documents (pdf, xml) and generate a test report. The data is then forwarded to our Apogee workflow system.

To what extent do OneVision software solutions meet your expectations?

OneVision's software solutions meet our expectations. In case of problems or special tasks we get a solution quickly via the support.

Was it difficult to introduce One-Vision software into your existing processes and system landscape?

Since the software can also be used autonomously, the introduction was very unproblematic. Depending on the area of application, we have integrated the automatisms into the workflow or let them work independently.

How do you assess your print quality through the use of OneVision technologies?

The error rate for print jobs has been significantly reduced, while print quality – especially in the inkjet sector – is being optimized.

How satisfied are you with OneVision's support?

We are very satisfied with OneVision's support. We can always rely on fast and competent help.

What would you tell your colleagues from other printers if they asked about your experiences with OneVision and the products?

OneVision offers a good, professional and mature software solution to automate and optimize the daily work processes for creating print products. Depending on the individual requirements, each print shop can select the appropriate modules for itself and thus implement an optimal printing process.

At an on-site appointment in Schwandorf, OneVision employees inform themselves about the daily printing processes of dialogue marketing specialist Paragon Customer Communications Schwandorf GmbH.

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