"Asura is fast, effective and powerful."

Mike Thorson, Prepress Manager at Ripon Printers, about the US commercial printing company’s success story of automating their production workflow

Read about Ripon Printer’s decision to further automate their production workflow by implementing additional OneVision software solutions and the achievements they could gain thereby.

Ripon Printers started its business in 1962 by printing and publishing newspapers. Over the years Ripon Printers have grown into a $50 million a year commercial printer with more than 270 employees. Ripon Printers is headquartered in Wisconsin.

From there the company utilizes high-end technologies to provide personal services to catalog marketers and publishers throughout the United States.

In the following, Mike Thorson, Prepress Manager from Ripon Printers, talks about how Ripon Printers expanded the automation level of their production workflow and shows how the company could gain remarkable benefits in the field of efficiency, quality as well as cost reduction.

Why have you decided to purchase OneVision’s Asura and the workflow solutions Workspace Pro and Workspace Balance? Which expectations did you have towards the softwares?

We purchased OneVision Speedflow Check and Speedflow Edit many years ago. Since then we have updated to OneVision Asura to gain some of the additional automated fixes it offered. Since then, we have added Workspace Pro and Workspace Balance to again take advantage of more automation, the ability to string together modules and to increase throughput. We are currently putting through an average of 5,000 pages per week with a peak of over 11,000. As for expectations, we purchased it to preflight and automatically fix common issues with PDF files.

How do Asura, Workspace Pro and Workspace Balance fulfill these expectations?

Asura is in front of Prinergy workflow to clean up and preflight incoming PDF files. Once through Asura, we rarely have issues with Prinergy. Could you please also describe how Asura, Workspace Pro and Workspace Balance are working in your specific production environment? It works very well. It’s fast and effective.

Was it difficult to implement OneVision products in your existing processes and system landscape?

From a “working together” with our workflow, it was very easy. We had some basic profiles working within the first couple of days. That said, it does take a while to develop an understanding of all of the options. There are literally hundreds of choices you can make when setting up a workflow. However, once you start to build it up and fine-tune it, it becomes easier and quicker to create new processes.

How do Asura, Workspace Pro and Workspace Balance facilitate your workflow?

By doing virtually all of the preflight and many of the common fixes automatically, it allows us to focus on RIPing, trapping and imposing files. We have been able to continue to grow as a company while reducing needed staff in prepress.

Could you please also describe how OneVision products influence your decision to buy Workspace Pro and Workspace Balance? And if so, how did it influence your decision?

Yes. The Speedflow products worked so well, we didn’t have to question the reliability of the software or the ability for it to get a lot of work through quickly. We had faith in OneVision (the company) to understand what we were looking to do and when they had a product to meet the need, we trusted it would meet the need. It did.

How satisfied are you with the support of OneVision?

I have been very satisfied. Honestly we do not need support that often other than for software upgrades but when when we do, they are there and get us an answer. Occasionally we send them problematic files and they have pretty much always been able to give us a way to work with whatever we have been sent.

What would you tell your colleagues from other commercial printing companies if they asked you about your experiences with OneVision and its products?

Overall I have been very happy with the OneVision products we have purchased. Asura is fast, effective and powerful. When we initially purchased OneVision Speedflow Check and Edit software in 2005, one of my employees asked “Why would we waste so much money on a piece of software?” After using OneVision Speedflow Check and Edit for approximately one year, the same employee declared “This is the best software we have ever purchased”. 

OneVision

The OneVision Software Group is one of the world’s leading manufacturers of software solutions for the printing, publishing and media industries. Newspaper and magazine publishers as well as commercial printers worldwide work with OneVision’s products for more than 20 years now and profit from the automation, the reliability and the resulting cost savings. From the German headquarters and six subsidiaries OneVision develops solutions that help customers worldwide to achieve growth by saving material, energy and resources, by accelerating their production times and by increasing their production reliability and output quality at the same time.

More than 3,000 companies with more than 5,000 licenses rely on OneVision products. Among them numerous leading players of their respective industry like such as Financial Times, El País, Morton Media, Bauer Media and much more.

Ripon Printers publications produced with Asura