HIGH-QUALITY MEGAPOSTERS

Growth potential thanks to faster throughput times

Megaposters are without a doubt the stars of outdoor advertising and guaranteed eye-catchers for a wide range of target groups. However, there are a number of challenges to overcome from order entry to the finished megaposter. Frequently recurring manual steps in print production are both time-consuming and error-prone. At the same time, the time window for delivery is getting shorter and the cost pressure experienced as a print service provider is getting higher. This was also the experience of the Hamburg-based wide format printer Kleinhempel GmbH. Since 2019, the traditional entrepreneur has therefore been taking a new path: that of workflow automation in cooperation with OneVision software.

Challenges become strengths

Create growth potential
Reduction of throughput times – especially when it comes to very large files – from 3hrs to an average of 5 minutes per job creates capacities for higher productivity and thus achieves increases in turnover.

Reliable planning
Automation stands for transparency of the projects and facilitates production planning, which saves material and reduces set-up times.

Smooth processes
Fully automated workflow replaces manual, error-prone work for high-quality print products.

Time savings
Thanks to the function Tile Pages, product parts such as sheets are automatically calculated and panelled.

More efficiency through automated processes

More visibility thanks to individual reports
The generation of an internal, printed overview with job-specific information (e.g. print size, required material) provides transparency in production and makes a project more manageable.

Easing the workload in post-production
The automated motif labelling outside the visible area facilitates assembling the megaposters. The individual sheets can be identified, arranged and joined more quickly.

Perfect-fit optimization of the print data
Eyelet markings and hemstitches are automatically added to the production files and no longer have to be created manually.

Customer-oriented work
Automated creation of a dispatch label (content, motif, material) for the end customer by means of the function "Variable data printing".

> Only OneVision can respond so individually to our problems and build workflows the way we need them.

Jörg Scheele, Prepress manager Kleinhempel GmbH

Working with traditional, manual processes

- Prepress staff spends up to 90% of their time on recurring tasks that do not generate revenue

- 30 manual steps to check the print job and correct errors

- Manual division of the poster sheets into equal-sized panels using layout software

- Eyelets and hemstitches are measured and added manually by prepress

Advantages through digitized, automated processes

- Automation software creates more space and time for other revenue-oriented tasks

- Preflight (color management, adding bleed, flattening transparencies, etc.) is automated. Errors are detected and automatically corrected

- Tiling of the panels and calculation of the megaposter's overlap are fully automated

- Eyelet marks are automatically added to the print file according to the customer's specifications without any additional effort