



## EFI OneFlow Delivers Outstanding Efficiency to Econoprint's High-volume Print Centers



### Company Profile

Econoprint Inc. is a short-run commercial printer servicing south-central Wisconsin through its primary production center in Verona and six area customer service centers. Committed to customer satisfaction and exceptionally fast job turnaround, Econoprint employs 130 people and records \$12 million in annual sales. Customers include technology leaders like Thermo Electron Corporation and ADAC Philips Medical Systems. Services cover every aspect of printed communication, from image creation and prepress through printing, finishing, and final mailing.

### Challenge

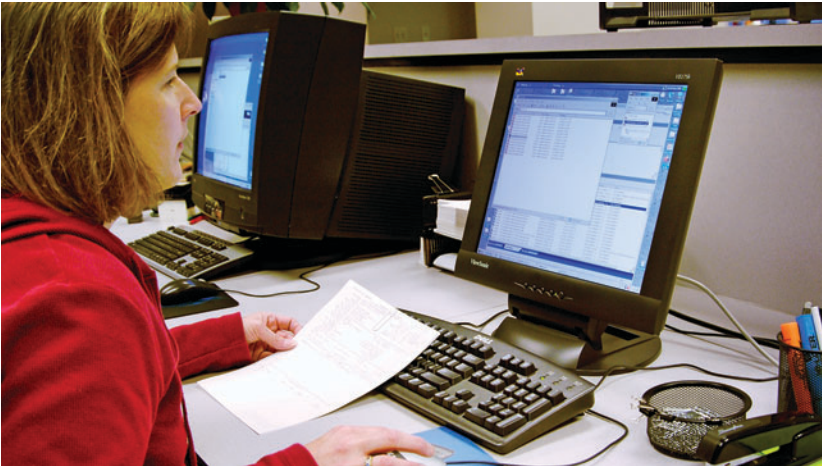
Econoprint wanted to convert from traditional prepress to computer-to-plate. It needed an affordable digital prepress solution that could easily convert customer files, including Microsoft® Word and Publisher files, into Adobe® PDF (Portable Document Format). It needed a solution that would provide archiving capabilities in a high-volume environment, further cut job turnaround time and provide consistency among different preflight operators.

### Solution

Econoprint chose EFI OneFlow™ digital prepress workflow software.

### Results

A streamlined, automated prepress workflow; effortless conversion of varied customer files to PDF, including Word and Publisher files; savings in time, labor and frustration; whole days trimmed off production time for repeat orders; increased productivity; convenience; consistency across jobs, workflows and operators; improved customer service.



## The need for speed in a high-volume environment

As the year 2003 opened, managers at Econoprint took stock. Their traditional prepress workflow hadn't changed in nine years. "It was very labor-intensive," says David Zavadsky, information systems manager. "It was slowing us down. We had always hung our hat on fast job turnaround but we wanted to get even faster. We needed to get into computer-to-plate. Many of our competitors were already there. But they don't have the sheer volume of work we have. We process from 3,000 to 4,000 invoices a month, company wide. We do a lot of medium-sized jobs – in the \$300 to \$500 range – usually 1,000 to 5,000 impressions."

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**— David Zavadsky, Information Systems Manager, Econoprint, Inc.**

A high percentage of that work – nearly 40 percent – involves reorders. Historically, Econoprint kept drawers full of paper files and artwork to facilitate fast turnaround of repeat orders.

"Moving everything electronically into a CTP environment presented challenges," Zavadsky says. "The big questions were: How could we become faster? And, given our volumes, how could we store job information to provide the same high level of customer service on repeat orders?"

Managers at Econoprint had also made the decision to adopt a PDF workflow. But they needed conversion software that could easily accept a wide range of file formats. "Increasingly our customers are using business office software applications like Microsoft® Word and Publisher," says Kaye Kopplin, design center manager. "That's bad news when you're a printer; you'd rather be dealing with QuarkXPress™ and PageMaker® files. We wanted to turn this challenge into an opportunity."

## Automated, affordable prepress workflow

The solution that met all their needs in an affordable package was EFI OneFlow. OneFlow provides advanced digital prepress capabilities in an easy-to-use, cost-effective software solution. OneFlow integrates powerful tools to convert files to PDF, preflight, trap, impose, RIP, and provide soft proofing and more. Its powerful Adobe-based RIP integrates EFI ColorWise® – EFI's world-class color management system – and provides a true "RIP once output many" (ROOM) architecture. Econoprint installed OneFlow in November of 2003.

At Econoprint, EFI OneFlow quickly provided convenience in place of headaches. "OneFlow has opened the door to Word and Publisher files," Kopplin says, "allowing us to drag-and-drop those files directly into a system that automatically converts them to PDF files."

OneFlow's archiving capabilities have streamlined and automated Econoprint's operations. "Our sales staff doesn't have to keep customer files – drawers full of paper – in our stores anymore. We now have this digital library of good, clean PDFs that are

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drag-and-drop easy for repeat orders. That gives us significant savings in space. And it gives us convenience and incredible speed in getting those files to press. When rerun time comes around, we run the file back through our platesetter very quickly just by grabbing it from our on-line system. We’ve shaved several days off the process for repeat orders.”

EFI OneFlow accepts varied customer files through Econoprint’s preflight department and an array of files from the graphic design department. The software feeds an A.B. Dick platesetter and several conventional presses producing one- and two-color work. It handles about 50 percent of Econoprint’s press production volume, but that tally is increasing. The plant’s Heidelberg® GTO-DI™ will soon be added to the list of OneFlow output devices, Zavadsky says. “We’re looking for OneFlow to help us take these low-end packages – Word and Publisher files – and produce high-end, full-color output from them.”

### Consistency and convenience

OneFlow ensures consistency, Kopplin says. “In the past, four or five different operators would all preflight files in different ways; so reorders on the same job could look different. OneFlow gives us consistency across operators and across jobs. That’s a big help.”

“And with OneFlow the workflows are so easy to build – just drag and drop,” Zavadsky says. “If we need a special imposition or a special trapping workflow process for a particular job or customer, we can easily build one. We can throw together a workflow in a minute or so and get it up and running. The ease of building a workflow is fantastic. It’s made our life easy.”

### Faster job turnaround; higher ROI

The system has cut job turnaround time, saving labor costs and providing an excellent return on investment. “With OneFlow, we’ve cut about a day out of production time for new orders – from the time the customer approves the proof to when the job hits the press,” Zavadsky says. “That means we’ve cut an entire shift out of the equation. Once a customer approves a proof, the job can literally be plated and ready to go in 15 to 20 minutes, and it doesn’t matter where that customer is. So we have definitely improved our turnaround time. Before OneFlow we couldn’t even think of doing anything like that.”

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“What’s most important,” Kopplin says, “fewer people touch the job. We have nine graphic designers, preparing about 50 proofs a day. Now, using a PDF workflow and OneFlow, when all of those jobs are approved, one person – a coordinator, not a designer – can grab all the PDFs and put them through the second step of OneFlow, sending them on to press. In the past, each of those 50 jobs had to be reopened by the designers so they could get them ready for press.”

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After a full year, Kopplin estimates, OneFlow will have increased production capacity enough to equal the addition of a half-time position in the pre-flight department and a full position in graphic design. Zavadsky estimates OneFlow yields a 10 percent increase in overall productivity.

### **Advanced, powerful functions**

Both managers call OneFlow’s RIP “reliable... a real workhorse,” and they’re fans of OneFlow’s powerful trapping function, especially on spot color work. “OneFlow trapping works beautifully for us,” Kopplin says. “We love the control it gives. And it’s very easy to use. The trapping feature probably has the greatest impact on time and labor savings.

“And the EFI View application for soft proofing is incredible. It’s so easy to use and so fast. It’s reliable; it shows you just what you’re going to get. The EFI viewer is top notch. It allows us to ensure, for example, that we have the two correct Pantone® plates or a Pantone and a black.” Zavadsky chimes in: “To be able to turn off and on individual plates and see exactly how they’re sitting on each other is just great.”

Zavadsky sums up Econoprint’s experience: “EFI OneFlow took us in the direction we needed to go and it got us there a lot faster than we could have imagined. We wanted an archiving system that was on-line so our customer service staff could easily pull files we had created. We wanted to get into a PDF workflow. OneFlow helped us tie those goals together and get us there. Bottom line, it’s the right product for what we do.”