WHITE PAPER

REDEFINING WIDE-FORMAT WORKFLOWS TO REALIZE REVENUE AT EVERY OPPORTUNITY

SEPTEMBER 2017
In the new age of automation, this paper explores how far the wide-format print world is embracing the profitability boosting potential of truly connected workflows.

With recent statistics suggesting that up to 92%\(^1\) of North America’s print shops are still relying on touchpoint solutions - it would seem the commercial print sector is still some way off realizing the revenue opportunities of cloud-based technologies.

So what’s holding large format print (LFP) businesses back from fully harnessing the industry 4.0 capabilities at their disposal? Especially in what is traditionally a low margin market where leveraging profitability is everything.

Here, the author presents a compilation of the latest industry findings, independent commentary and a supporting user scenario, to make clear the business case for pushing through the initial pain barrier of implementation to deliver unequivocal ROI - including the ability to achieve double the throughput using only the same level of resource.

Looking also at the important brand management benefits that impact beyond efficiency gains, PrintFactory representatives research:

The most important factors influencing the extent and pace of adoption

Why the entire ecosystem needs to support the transition - from technology vendors and strategic partners, through to OEMs and the reseller community

The potential disconnect between projected spend and actual investment in automation

Where we are heading and the technologies that will take us there

For further insights into the profitability boosting potential of automated workflows, seek out Bart Fret’s presentation at the upcoming SGIA event on Wednesday, October 11, 10.30am.

Bart Fret is Director of Sales at PrintFactory’s U.S. distribution organization, GMG Americas (GMGA). He is speaking as part of the ‘Three Views on Automating Your Graphics Workflow’ session at SGIA 2017 (in New Orleans, October 10-12).

\(^{1}\) Infotrends/ Keypoint Intelligence’s North American Software Investment Outlook Report, 2017
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The five factors driving industry 4.0

At a microeconomic level, businesses everywhere will have an opportunity to capture benefits and achieve competitive advantage from automation technologies, not just from labor cost reductions, but also from performance benefits such as increased throughput, higher quality and decreased downtime.

Extract from The McKinsey Global Institute’s ‘A Future that Works’ - January 2017

Scenario modelling conducted by The McKinsey Global Institute and reported on in its ‘A Future that Works: Automation, Employment & Productivity’ paper (published January 2017) predicts that automation could raise productivity growth globally by 0.8 to 1.4 per cent annually.

Its scenarios - based on the outcomes of a two-year research programme, analyzing 2,000 work activities, across 800 occupations - suggest that half of today’s work activities could be automated by 2055.

While less than 5% of all occupations can be currently ‘automated away’ - about 60% of job roles comprise at least 30% constituent activities that could, in theory, be replicated by a computer.

Areas that are prime for automation are those involving the collection and processing of data and/or physical tasks in highly structured and predictable environments. In the U.S. such labor makes up 51% of activities in the economy - accounting for almost $2.7 trillion in wages.
McKinsey has identified the five most important factors influencing the pace and extent of adoption as:

1. **Technical feasibility** - since the technology has to be invented, integrated and adopted into solutions that automate specific activities

2. **Cost of developing and deploying solutions** - the business case for adoption

3. **Labor market dynamics** - the supply, demand and costs of human labor as an alternative to automation

4. **Economic benefits** - including increased throughout and quality of throughput - as well as labor cost savings

5. **Regulatory and social acceptance** - for, even when deployment makes sense, hearts and minds still need to be won over

Arguably one of the most difficult hurdles to overcome is the last point that hones in on widespread resistance to change.

Despite the optimism and convincing sales statistics surrounding automation, there is still a deeply ingrained fear of technology displacing human capability.

The truth is, however, that as technology advances, so too does the nature of work.

The McKinsey research team draws parallels with the movement away from agricultural in the 20th century and into professions that were unforeseen at the time. The paper predicts that man and machine will need to work side-by-side in a complementary fashion to fully harness the hidden potential of true automation. The researchers theorize that automation will, in fact, help offset the impact of a declining share of the working-age population in many countries including Australia, Canada, France, Germany, Italy, Japan, South Korea, the United Kingdom and the United States.

McKinsey analysts believe these territories stand to benefit most from automation in the medium term because these advanced economies face a deficit of full-time equivalents because of the issues surrounding aging populations.

In particular, by 2020, the United States faces a shortfall of around 15 million workers just to maintain current GDP per capita. According to McKinsey, automation, if adopted early enough, could enable the U.S. to not only maintain GDP per capita, but also attain the GDP per capita growth rate projected for the economy for several decades to come.
So, far from signalling mass unemployment, entrusting in machines and algorithms - where the business case is a strong one - could be an important part of the answer to some of the biggest challenges in the modern workplace.

While Mckinsey’s ‘A Future that Works’ report offers a macro level understanding of the trends at play, here we hone in on the microeconomic benefits of cloud-based platforms for the large format print (LFP) industry and ask:

Why, when four out of the five factors identified as influencing the extent and pace of industry 4.0 adoption can be confidently covered off, is it that only 8% of North America’s commercial print sector currently invest in automated workflows?
EVOLUTION TO A DIFFERENT WAY OF DOING THINGS

Why the entire ecosystem needs to support the transition

Perhaps part of the problem is that while technology has moved on, mindsets invariably have not - or at least the business owner is still to be convinced of the benefits of pushing through any initial pain barriers surrounding implementation.

Alternatively, operators may not even be aware that the in-built software that came with their shiny new asset needs attention. Or could deliver much greater benefits with a simple upgrade. So, ensues a scenario where several printers are each being driven by a different RIP. The result is press room chaos - even though the management may not realize it. And when production bottlenecks occur and inconsistencies in quality of output start to demand a different way of doing things, the tendency is to look to replace expensive hardware instead of first investigating whether the problems could be more easily and cost-effectively resolved with a clever software solution.

The perceived cost and complexity of replacing legacy systems, not to mention the disruption, inevitable teething problems and simply affording the time to consider the pros and cons in the first place, are obvious challenges preventing printers from switching from a manual to an automated approach. Security is also a common concern, even though in many ways data entrusted to the cloud is safer and more accessible - at least in the event of disaster recovery.

As long as conditions are commercially favourable, the commissioning customer is happy and the print shop feels in control (albeit manually), the operating team doesn't have enough of an impetus to investigate the seemingly intangible possibilities of entrusting production to the ether: It is safer, more familiar to look to the kit - not what is driving it.

So how can OEMs, technology vendors and the reseller community better support the wide-format inkjet sector in embracing a different way of doing things? A more profitable way that will ultimately deliver a win-win for the entire supply chain and its strategic partners? Because, what it comes down to, is enabling market growth. Relying on traditional workflows simply won’t allow the majority of LFP organizations to truly maximize the window of opportunity that the emerging industrial and functional print segments are already starting to open.
Why it’s worth the investment

Forward-thinking software firms have long been finding ways to make wide-format print more profitable.

But the emergence of cloud-based technologies have taken the potential productivity gains to unprecedented levels.

Evaluating the market and trying to make sense of the options can be a minefield for anyone but the developers. How can printers find a fit-for-purpose product that will deliver tangible benefits? All the while, avoiding expensive, over-engineered solutions that are too complex and costly to maintain and will only confuse and frustrate the operating team.

Furthermore, making sense of total cost of ownership (TCO) rather than basing calculations on the initial outlay (the software and its implementation) can be difficult in the absence of any evidence relating to the specific set-up.


That is why, many firms are starting to move towards a software-as-a-service (SaaS) model. Safe in the knowledge that any upgrades will be automatically administered, the platform will be wholly supported and the solution completely scalable. With expertise on-hand to help make sense of the data at the firm’s disposal, such insights can also be used to inform TCO calculations and make continuous improvements that can impact the bottom line - in real-time.

Achieving this holy grail of automated color management that sits seamlessly with other management information systems (MIS), such as enterprise resource planning (ERP) modules, can seem like an impossible - or even unnecessary - dream.

Ultimately the technology is a QA and reputational management tool. Investing in a system that ensures 'live' print jobs are right first time, every time – and could be repeated to the same exacting standards, whilst improving time efficiencies, makes complete commercial sense.
You no longer need programmers to connect the different processes together.

IT staff do not need to maintain it and keep it running.

Enables the pre-press manager to focus on their core tasks.

Scalability is elastic, responding to business and resource needs.

Disaster recovery is built-in.

Allows confederation with other solutions to enrich the flow.

Everything is available as-you-go, with no up-front capital investments.
Just like standard PDF RIP technology, new industry 4.0 platforms convert digital artwork files into a format that each print device can output accurately, within a stable environment. The aim is to produce a high quality and consistent print with maximum ink saving and minimum media wastage and manual intervention.

With job scheduling and nesting managed centrally in the cloud, this leaves the RIP free to process an unlimited number of jobs on demand (as long as the supporting network and combined hardware has the capacity to do so) - driving multiple printers, while delivering consistent color reproduction across different devices and substrates. Last minute scheduling changes can be handled easily as the jobs are re-queued in the cloud instantly and only delivered to the RIP for processing at the point of output, ensuring more efficient ripping and less reprocessing.

But the greatest time and efficiency benefits are borne from the software’s ability to merge all the tools from a pre-press department.

Although most large format companies have prepress systems that can ‘prep’ a file to a point then place it in an output folder - the time it takes for the press operator to locate the file, then send it to the RIP for some additional work, is all time the print is sat idle. The most advanced systems can now simply receive the file and print - much faster and more efficiently. For the hourly cost of waiting for client artwork to be prepped for pre-press cannot be offset. Reducing that time allows for faster turnarounds, more production and therefore the potential for significantly increased profits.
Commercial print must ‘mind the gap’

The ink savings alone (an average of at least 20% on monthly bills running into the 000s) should be enough to make a clear business case for investing in advanced color management technologies. But still the sector is hesitant in harnessing the evolved capabilities of RIP software, let alone completely automated workflows.

Infotrends/Keypoint Intelligence’s 2017 North American Software Investment Outlook report reveals the true extent of the industry’s reluctance to really embrace the latest innovations. Only 8% of firms could claim to be fully automated.

This figure had even dropped since the previous survey in 2015 and with most citing static IT spend over the last two years, the pace of change doesn’t look likely to accelerate anytime soon. This is surprising considering that nearly a third of respondents (31%) recognized “investment in automation software as the answer to their productivity and workflow challenges”.

For Infotrends, the disconnect between projected spend and actual investment in pushing forward with firms’ automation ambitions was the biggest red flag to come out of the survey findings.

Infotrends/Keypoint Intelligence’s research (June 2017) offers useful insights into the American print market’s mindset:

| Only 8% of printers have fully automated workflow solutions (unchanged from two years previous) |
| Printers are spending only $35,000 per year on software |
| Most have not increased their spend in IT or software over the past two years |
| Yet 31% believe investment in automation software is the answer to their productivity and workflow challenges (therefore the distance between projected and actual investment is vast) |
| In 2015, 9% of commercial printers said their workflows were 100% automated |
| In 2017 this figure has dropped to 8% |
| For eight out of 13 most common jobs in the workflow, the most common process is still a point solution – only three used MIS |
| 18% say that, by 2019, they plan to be fully automated (however, this is not reflected in current investment levels) |

*Infotrends/Keypoint Intelligence’s North American Software Investment Outlook, 2017*
WHERE ARE WE NOW?

Speaking to Printing Impressions in June 2017, Director of Keypoint Intelligence’s Workflow advisory service, Pat McGrew, also highlighted another concern regarding commercial prints’ rather piecemeal adoption of automated technologies.

She stated that, even when printers do invest in software, many take the task on with enthusiasm at first, but then forget about it. They don’t continue to invest in the system or stay up-to-date with training. As a result they don’t reap the rewards they should be getting and the technology can start to hinder progress, instead of drive it.

“Even though they have made an investment in automation they now have new workflow holes and are experiencing bottlenecks in the same places as the people who haven’t.”

Pat McGrew, Director of Workflow Advisory Service, Keypoint Intelligence

Just as not updating production workflow solutions on the back of purchasing new equipment or relying on several different RIPs to drive multiple machines, not using the technology to its full streamlined advantage is bound to put printers at a distinct disadvantage. Investing in workflow automation is an involved decision that is going to backfire without a certain level of commitment to keep up with the software and skill up the resource required to run it. Or else it is worth exploring SaaS agreements that relinquish the print shop of these aspects and ensure the technology is being exploited - as indeed it should be.
The other alternative, of course, is sticking with the tried and trusted methods of old.

But as the competitive landscape changes in the wake of high speed inkjet infiltration, the emergence of the Internet of Things (IoT) and growing uses for app-ification, laggards will find it increasingly difficult to keep pace and stay profitable. Especially as new, higher margin media come to the fore in the form of textiles, ceramics and other such substrates. These more lucrative ‘lifestyle’ markets will only be there for the taking by those with the set-up to manage novel ways of applying color with confidence and without running the risk of human error impacting on industry reputations at a critical time as LFP players wrestle to gain ground.

True enough, workflow solutions are expensive in terms of dollar and time investment but not seeing beyond the initial outlay and short term inconvenience is inevitably incurring much bigger losses further down the line. Because the real, measurable - often hidden - cost is usually vastly underestimated. Consequently there must be a compelling ROI attached to the purchase to enable the business owner to take a more strategic decision.

“Normal workflows” relying on canned profiles, various RIPvS with their proprietary color and PDF engines and a somewhat color managed system - sometimes even ICC profiling using a spectral device - are estimated to cost at least $500 per three cycle job in non-billable time. With 35% of the time typically spent getting ‘print-ready’ and 20% on color management, it is easy to see how only marginal improvements in both of these areas could bring about significant time and cost benefits.

During the time spent in pre-press, the machine is laid idle - all the while eating away at margin and meaning reduced capacity. Under these conditions a print shop operator could be expected to handle roughly 2-3 jobs through to completion per shift.
The potential revenue increases by investing in automated workflows are calculated on the basis that the time savings alone would allow an operator to achieve 2-5 more jobs during the same period. Therefore doubling the throughput using only the same resource.

Taking half the time to get the jobs onto press, at half the usual cost; while doubling the jobs per operator and number of printers running simultaneously, it is entirely possible to achieve revenue growth potential of up to 100%. 

**REALIZING REVENUE GROWTH POTENTIAL**

![Potential Revenue Increase](chart.png)

- Traditional workflow
- Automated workflow
Realizing revenue growth potential relies on procuring the right platform in the first instance. What does good look like in this space? What should decision makers demand of their chosen solutions suite?

At the very least, print shops should seek software that delivers:

- Smart profile creation and management – ensuring whatever the output it is consistent to a brand or print standard
- Implicit color management that delivers consistent color regardless of the output, while utilizing intelligent ink saving
- Intelligent re-calibration of devices to keep consistency across the output
- In-built quality assurance (QA) and job certification - across the entire solution with centralized reporting
- A single workflow/ripping solution that delivers across the whole organization
- Smart integrated workflow, ideally one job ticket created in the MIS which drives the entire production workflow
- Dedicated profiles (no canned profiles)
- Automated or semi-automated tool set that boosts job prep productivity (pre-press)
- Standardized printing for zero-effort job handling
- Integrated automated and semi-automated finishing (post-press)
- Company wide integrated RIP workflows
- The ability to ‘pre-flight’ jobs automatically
- In-built quality assurance (QA) and job certification - across the entire solution with centralized reporting

Importantly, the system needs to be intuitive, easy to configure and user orientated - a true WYSIWYG (‘What You See is What You Get’) interface. The idea is not to have to invest in a team of expensive engineers, nor rely on developers to drive the software. Following the necessary set-up and training that would surround any deployment of this nature, the day-to-day delivery should be designed so it is entirely operable in house by IT or production (depending on the type and size of organization). Over-engineered solutions will only be left to languish at the detriment to the organization and indeed the entire industry 4.0 movement.

Furthermore, staying true to the premise of automation, a carefully thought through cloud-based workflow should surely remove any and all complex choices from the operators, therefore reducing and even removing the room for human error altogether - a paradigm that is entirely plausible in the not so distant future.
Imagine the ability to run a total lights-out operation, 24 x 7. Automation can take LFP and digital print there. In fact, even with existing capabilities we’re a good way there already. The main thing currently stalling this level of progress is mindset - not limitations within the technology itself.

As a data-driven activity, print is prime for automation. And while the sector is starting to invest in its abilities, adoption has been fragmented for the most part.

Print set-ups tend to ‘cherry pick’ the workstreams they entrust to the cloud. They may invest in MIS or ERP systems - automating procedures for estimating, booking in and production - but failing to fully connect the dots. Very often the link to RIPS is one of those ‘forgotten’ dots. While they may be aware the RIPS are connectable, the perception is that it would be too cost prohibitive to install at the implementation stage - pushing it back into ‘phase 2, 3…’ and beyond in the belief that it would require an expert on-site for weeks to oversee the integration.

In actual fact, the step into totally automated territory is a very easy one.

With the most sophisticated systems now offering powerful linking tools to the cloud, all IT support teams need to do is to glue the systems together with JDF or XML. The software has then got all it needs to report back the relevant status to the front end. Features such as ‘track and trace’ using QR codes, complementary iPad/iPhone apps and dynamic nesting for media saving and much more are now all within the operator’s armoury with the right automation platform. A true test of such a system is whether the user can get up and running using the inbuilt integration tools without outside assistance or a degree in software development!

The future of print involves stuff that cannot go digital. It is variable data printing for home decoration. It is personalized home printing. It is high margin. And it is a market that is starting now.
Building on existing cloud technologies these new tools allow users to directly integrate their existing MIS/workflow systems - enabling jobs to flow seamlessly between processes.

With unprecedented scalability and reliability within reach, forward-thinking companies of any size can leverage rich features such as web-to-workflow solutions, sending information from the MIS or web store front straight to the printer; real-time reporting on ink and media usage - enabling companies to manage their consumables more accurately than ever before; and the creation of dynamic nesting workflows to deliver true cloud-based processing of jobs with local delivery to the relevant RIP/printers.

This last feature is perhaps the most exciting from a progressive perspective.

Dynamic nesting provides companies with the ability to plan and manage their production workload more proactively. Customers can even allow the technology to decide which jobs are delivered to devices, regardless of geography, on demand, enabling true ‘lights out’ production where required. Even giving larger corporations the flexibility to specify which site. In some instances this could mean allocating a job to a location that is geographically further away - depending on printer availability. So ensuring the quickest possible turnaround but also optimizing the company’s total fleet of printers at all times.

The biggest benefit for 24/7 operations, of course, is the ability for the traffic/ prepress department to plan and schedule work during the day, which can then be released to print during the night shift. Safe in the knowledge that the whole production workflow - from job submission to print - is running as efficiently as possible - irrespective of time, location or device.
Working backwards from the delivery deadline companies can plan job allocation using ‘just in time’ (JIT) techniques. As jobs are submitted to the cloud, they are automatically categorized by output criteria - for instance by media optimization and/or deadline.

The system works by committing jobs to buckets allocated with these different criteria, which can then be combined into nesting groups according to output conditions. Each bucket is dynamically testing multiple combinations to find the most efficient options. When it does, then the jobs are delivered to the RIP to output. The buckets are then refilled based on the criteria and the allocation process starts all over again.

A huge benefit is that jobs no longer need to be committed to a specific output device until the very last minute - so if the device suddenly goes offline - the nest of jobs can be instantly diverted to another device. The same goes with a switch in priorities, accommodating the scheduling of more urgent runs to print quicker. Similarly, if orders are cancelled these can easily be removed from the nesting schedule and replaced with a different job.

Consider too the advantages for multi-site environments that can schedule production in the cloud, then deliver to whichever location and device is most suitable.

The upshot is, the freeing up of expensive local storage and processing and the assurance that no matter how many jobs need to be printed, the technology can efficiently manage the workload. Welcome to the new age of automation.
Realizing revenue at every opportunity

Pushing for progress across the commercial print sector, isn’t really a case of recalibrating wide-format workflows. The technology is there for the taking. Moving forwards relies more on a meeting of minds with a desire for change and the right platform to enable change.

Committing to the cloud is committing to the unknown for most LFPs.

The intangibility of it all is disconcerting. Security concerns naturally come into play. The initial inconvenience is a consideration. As too is the backlash from the shop floor - not to mention the potential for customer complaints if the transition proves a challenge.

The reality is, that with change comes some degree of uncertainty. The same issues would be front of mind with any system overhaul. Selecting the right partner is key, feeling confident that they can deliver and support the transition is one of the most important factors in making the leap of faith.

But systems are only successful as long as they’re fit-for-purpose.

The wide-format print world is particularly complex. There is indeed an art to trying to match colors across many different substrates and ink types. But color management is no longer a dark art. The tools - and data-driven insights - are there to improve quality and master more efficient ways of working. Media and ink wastage due to color inconsistencies or human error should be no more. Getting identical results from the same printer should be a given. Getting identical results from different devices shouldn’t even be a challenge.

Yet operators continue to struggle with what are fast becoming archaic systems that lay themselves open to human error and limit capacity.

These outdated systems are costing commercial printers $000s in missed revenue opportunities. And as the market moves more aggressively into new media applications, those hampered by inadequate or ill managed workflows will surely start to count the hidden costs even more.

This is about the capturing the information from the equipment or machine and being sent - like a big firehose of information - to the cloud, where software analyze it and provides it back to the end user in an intuitive dashboard. This provides insight into where printers’ businesses have bottlenecked, where they are not being profitable, and eventually should allow them to be more accurate in their costing models. This will enable them to make data-driven rather than gut decisions.

Ryan McAbee, Associate Director, Keypoint Intelligence (www.printingnews.com/article/12308317/2017-road-map-for-the-printing-industry) - speaking to Printing News about cloud-based computing and its influence on how productivity and profitability are managed.
PrintFactory software - utilizing GMG’s complete package of productivity and color management tools - has supported leading visual merchandising company, The Bernard Group, during a period of unprecedented growth.

A ‘trusted partner’ to the visual merchandising expert, the software has allowed the company to increase its job volume by 250% - while only increasing prepress and production staff by 20%.

Alan Stratton, The Bernard Group’s color manager, said: “Retail brands are very demanding on both color and turnaround times and PrintFactory has allowed us to keep up with our growth. They not only have delivered a great product but have proven themselves a trusted partner in the process.”

**Background:**

Based just outside of Minneapolis, The Bernard Group is a visual merchandizing company serving the needs of some of the most prestigious retailers and franchises in the industry.

Prior to installing the PrintFactory platform, the company standardized on RIP systems from one vendor that each drove one of the printers on the floor; each with their own color management. It required three full-time color management experts to create up to date profiles. For each substrate and each device, profiles needed to be made from scratch and made again when colors drifted. The company had 21 digital presses on the floor and had to spend three hours per printer and substrate making profiles, amounting to a lot of lost man hours.

Ensuring consistency and accuracy was also an issue. The company wanted to match and maintain color better across its machines, ink sets, and media. It also wanted a way to verify color once the profile was made, and the tools to fine-tune it to make it more accurate and faster to correct.
With these issues in mind, it was the complete package of productivity tools and color management that attracted The Bernard Group to PrintFactory.

“The software offered a fast and easy way to step and repeat graphics automatically. It can automate files for print and send digital cutting instructions to our die cutting machines. It also removes the waiting time for people trying to RIP files to the same devices simultaneously,” explained Stratton.

Furthermore, the initial training, set up and continuing support from PrintFactory’s U.S. distributor, GMG Americas, helped to overcome any staff resistance to the change. Highlighting the benefits of the new software, PrintFactory ran alongside the previous provider for six weeks. They found that only 0.8% of problems were from software issues, which were reported and fixed within a month.

Improved color accuracy and productivity:

Explaining the color and productivity benefits, Stratton said: “It is generally difficult to make color management work in a busy environment like wide format production but this software means we can now easily correct a color drift on the printers by a simple recalibration.

With our previous RIP system we could never get printers to match this closely. We have reduced the time it takes to make all seven printers match perfectly from 63 to 18 hours, a reduction of more than 70%.

The way the PrintFactory workflow works is also much faster and efficient. Before, about 10% of the files Bernard processes needed correction. On average, it would take up to four hours before print production could start, and the machine was usually idle for up to three hours. Those idle hours are very expensive. The new software has reduced the need for retouching a file by more than 90%, with less than 1% of jobs needing correction.

“The presses rarely stand still - we have almost tripled our sales numbers and we lean heavily on PrintFactory, powered by GMG, to keep up with our growth.”
Demonstrating the tangible benefits of workflow automation will be the focus for software firm PrintFactory at New Orleans this October.

The Aurelon-owned software solution, which utilizes GMG color technology (or GMG Color Engine), has long delivered substantial savings in time, ink and resources for wide-format set-ups. Now, PrintFactory’s next generation cloud-based offer can support totally automated workflows - delivering further potential for unprecedented profitability gains across the inkjet print sector.

With few North American LFPs currently benefiting from true automation there is huge growth potential for these industry 4.0 platforms, that have evolved from the management of more traditional RIP workflows. Driving multiple machines from a single application is relatively commonplace. But transferring these capabilities to the cloud is set to revolutionize the industry. By delivering all the usual benefits that Software as a Service (SaaS) models bring, users can be assured of real-time updates, scalability and complete visibility. The greatest efficiencies, however, will be borne from the powerful insights the data can deliver to intelligently impact the bottom line.

To support these claims, Bart Fret - Director of Sales at GMG Americas (PrintFactory’s U.S. distribution company) - will reference a number of case studies in his speaker slot on Wednesday, October 11 at 10.30am.

During the session, titled ‘Three Views on Automating Your Graphics Workflow’, Fret will focus on a U.S. visual communications company that has doubled its turnover since implementation – cutting the time spent per job from an average of 2-4 hours, to just one hour.
PrintFactory’s holding company, Aurelon, has been finding ways to make wide-format print more profitable since 2001. The IP-rich, research focused development team has brought its complete proofing solutions to market under many guises. Synonymous with an acclaimed portfolio of time and resource saving products, including GMG’s ProductionSuite and ProofMaster platforms, PrintFactory – with its celebrated software of the same name – has now set up as an entity in its own right to focus on developing its cloud-based automation tools that can be directly integrated into existing MIS/workflow systems.

For further information visit www.printfactory.cloud