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Fujifilm Workflow management system Celebrant Suite release 6

## Workflow management: Quicker and better at first go?

The prepress is one of the most dynamic areas in print and media industry. There is a growing need to implement and integrate new standards or technologies into an existing environment. In addition, printers have to meet stiffer and stiffer deadlines and customers' specifications for superior quality. Is it possible at all to manage all this? What qualifications should the personnel possess to accomplish this balancing act? Or can we simply use software to do all this?



Certainly the use of efficient software with a modular and open design will be an ideal first step, if the software is capable of adapting to any possible changes, because there is no such thing as all-comprehensive software that is automated and capable of doing everything or does everything quicker and better at first go. But there are powerful tools packages, which are part of a well-automated workflow—either in the form of individual or networked elements. Nevertheless, we have to question the effectiveness of PDF, ICC and CIP4 in bringing better, more accurate and quicker results, and that too without any effort on the part of the users.

At present, probably neither a workflow system nor any other individual company can meet such a high demand. But Fujifilm has taken this as a goal and for this purpose; it makes use of technologies like CIP4, ICC, JDF or PDF. The company takes an active part in the relevant committees and thereby it has an influence on the developments. Fujifilm brings the above-mentioned technologies, standards and software solutions together in its modular workflow Celebrant 6.

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## A step-by-step entry is possible

Today's print production requires the data to be processed in more and more efficient ways. There should be as few breaks as possible during production. Workflow management systems help us in bringing the individual production steps closer together. But to what degree should we automate the operational sequences? As of now, it is not meaningful to apply a full-JDF based workflow to each and every case. It is absolutely possible to introduce the Workflow management system in a phased manner.

Yours

Bernhard Niemela  
Editor-in-Chief

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## Integrated prepress solutions: From data to printing plate

**Customers cannot afford to have any breaks in their workflow. Therefore, Fujifilm attaches a great priority to “products, systems and materials that are optimally matched with one another”.**

It is Fujifilm's endeavour to have effective, economical and secure functioning solutions for prepress and press. Therefore, the devices and material are so matched, that the users get systems with economic and qualitative benefits. However, this does not at all mean that Fujifilm media can be processed only on Fujifilm's own devices. On the contrary, Fujifilm's films and plates can be processed in any other manufacturer's systems and with excellent results.

Anyone who is trying to be a top performer will always strive to improve his products and achieve a slightly better quality and better assurance in production. To that extent, both the users and Fujifilm have identical goals.

### Full focus on CtP

At present Fujifilm is focusing in the field of graphic systems particularly on the development of new products for CtP and its environment.

Analyses indicate that the share of CtP plates has already grown well over 30% in the entire world market. And without speculating, we can expect that this figure will climb to 50% in the next few years. Thus, a study conducted in USA and Europe reveals that more than 60% of printing plates are processed in a CtP plate-setter. Thus, CtP has penetrated the markets unabatedly and at the same time it has demonstrated its practical use in print production quite clear by providing improved quality, reduced costs and shorter production cycles.



### Production lines for printing plates

In order to meet these requirements on a continuous basis and to satisfy the ever-growing demand for CtP plates, Fujifilm has invested several million dollars in new printing plate plants. The new plants have come up in Greenwood (USA) and also in Shanghai (China); the existing production lines in Japan and Tilburg (Netherlands) are being refurbished.

On the one hand, these investments will enable to meet the market demands for high capacity plates, but it also shows Fujifilm's self-imposed commitment towards the graphic arts industry to manufacture systems and consumables efficiently and make them available effectively. Only plants with the appropriate capacities located closest to the customers can bring down the transportation distance from production to the user.

## CtP starts with image input

Fujifilm, apart from customising its production capacities, has allocated huge budgets for research and development for photopolymer and thermal plates, reflecting the important role played by these in its philosophy. Thus, Fujifilm wants to improve its products continuously to enable its customers to maximise their profitability in production.

But the demand for new products is not only from the plate market. The entire workflow must be oriented towards process optimization. Therefore, Fujifilm offers new products for colour management, extended workflow management options including new and combined screening techniques, new CtP systems and improved applications in printing plate technology sector. The reason is: The demand for higher capacities is on the rise, keeping pace with the speed at which CtP is forging ahead. This can be seen in the intensive use of FM screening technologies to achieve improved quality, and at the same time leading to cost reductions in paper, chemistry, ink, water and in the constant demand for a higher productivity.

Today the "magic word" that has fired the imagination of the branch is "workflow management". The automation process in prepress and press, which is closely related to workflow management, can have far-reaching consequences, because automation supports not only the idea of increasing throughput, but it can also improve the assurance in production by optimizing the operational sequences purposefully and by interlinking different programme and hard-

ware modules, which hitherto have been working as separate entities.

Thus prepress is in a transitional phase from the PostScript based workflows to PDF supported systems and JDF oriented process sequences at the same time. This technological advancement calls for a complete reorientation while using data formats and workflows.

Now our understanding of workflow management should not make us conclude wrongly that till now all companies have been producing under utter chaotic conditions. On the contrary, there were always process sequences capable of taking an optimal route from the artwork to press. But the ever-increasing advance in digitization and the rising efficiency of input/output systems allows us to automate the production to a large extent. The organizational processes keep changing in business, but the enormous streamlining and optimization potential is profitable, since automated processes and operational sequences can enable us to have a more assured, more efficient and more controlled production.

## Fujifilm Celebrant Workflow

Thus, workflow management is primarily an in-house process, into which even external services or customer services can be brought in if needed and with appropriate arrangements. Fujifilm supports prepress companies and print shops with its workflow management system Celebrant, whose sixth version (Release 6) was released for use in industrial practice.

# Where is the modern Workflow Management-System development heading for?

**The development from hardware RIP to software-controlled workflow server.**

**B**asically workflow is not a new invention at all. Process sequences have always been in existence earlier. And workflow management systems too did not come into being all of a sudden overnight, but have gradually grown together with the digital input and output systems in prepress production processes. At this juncture we should remind ourselves that digital revolution in graphic arts industry was triggered mainly by the development of the page description language called PostScript in the mid-eighties of the last century.

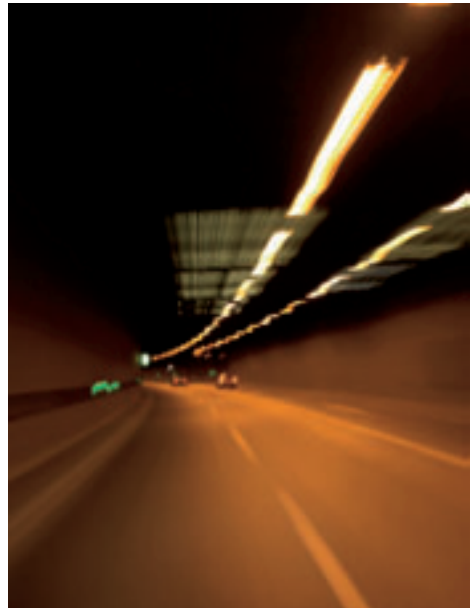
It is true that a mark-up language of some sort was available already for all digital typesetting and repro systems. But each system worked with its own language, which could be specifically used only with that particular device. PostScript brought out the revolutionary idea of establishing a mark-up language that could be applied to cover all platforms and systems in general. PostScript made it necessary for every output device to have its own PostScript RIP (Raster Image Processor), which interpreted data and placed each individual pixel in a location, where it should belong as per the layout program.

## From the hardware RIP to software RIP

In the beginning the RIP was a separate computer board, the so-called hardware RIP. The sole purpose of this independent computer was to convert the PostScript files into bit-maps for specific output devices. Very often this RIP worked much more efficiently than the computer for page production. But it could drive only a specific output device—usually a printer or a film-setter.

If a second image-setter was added to boost the productivity, then an additional RIP had to be installed for the sole purpose of driving the second image-setter.

Moreover, the hardware RIPs had the serious drawback in that they were not expandable or they could not be upgraded. For every new Adobe release or for every new PostScript level it was necessary to have a completely new RIP. During the early nineties the software RIPs enjoyed success on a wider front and replaced the hardware RIPs gradually. To begin with these software RIPs ran on Unix and Macintosh sys-



tems, but later they were used more and more on Windows in PC workstations.

## RIPs became the central function

With the software RIPs running on their own computers, the user was able to create efficient server solutions simultaneously. Gradually, these solutions became the centre of every prepress and press production. The server was assigned the main task of accelerating the information throughput in the network and optimizing the control of data output.

Thus, the production problems like “congested networks” could be eliminated. OPI (Open Prepress Interface) accelerated the production process by its data sharing (high-resolution images replaced low resolution data and then integrated into the job, only before the imaging process). Above all, the use of servers made it possible to run various computer platforms in a common network.

Larger and larger sized image-setters heralded the age of the complete page imaging (films of 4-up or 8-up forms) and thus led to an increase in data volumes.

Therefore, these image-setters made it imperative to have a RIP design to cater to their needs, where the image-setter speed and RIP were matched to each other, so that none of the units in the production chain (RIP or Imaging unit) had to wait for the other.

This was possible due to the multiprocessor capability of the Unix server workstations. Thus, apart from its tasks as file and print server, the server was also used as RIP unit at the same time. As a result, data paths within the network became considerably shorter. Over and above this, the server could not establish any other prepress function during the nascent stages of server technology.

But in doing so, the foundation for making RIPs the central function in the entire prepress routine was laid. RIPs equipped with more and more

functions were used gradually to drive several output devices. And the RIPs were taking care of more and more tasks such as colour separation, trapping or file management and archiving.

## Universal solutions

Some systems carried out these tasks (particularly with regard to output data) in an intermediate format. The detailed PostScript code was translated and compiled into a display list of objects. The production steps such as imposition or trapping could be carried out only in this way, before the bit-map file intended for a certain output device was created. Although these systems could improve the efficiency of the workflows, still the so-called “print ready” data flow was difficult, because there was always the danger of errors creeping in when a PostScript file had to be interpreted one more time. Till now, more and more process steps have got into the original RIP solutions, and workflow management systems have emerged from them. Theoretically, these systems can cover the entire production chain comprising of data preparation, colour managing the data, trapping, exposing films or imaging plates up to data input for digital printing presses with the help of a single workstation.

## PDF simplifies the work

Above all, the new software concepts and data formats support the throughput in prepress production, apart from making a continuous improvement and boosting the hardware capacities. Although a mind-boggling number of digital page creation programmes is available today, common data formats are useful in output applications. Thus, we can say that PDF has become the standard for prepress. Adobe Acrobat with its Portable Document Format (PDF) is the result of advanced developments done by Adobe Systems and its OEM partners such as Fujifilm.

Although Acrobat and PDF were originally meant for office communication, PDF has developed into more and more a “print ready” output format for the professional workflow systems of the

graphic industry. The large advantage of having uniform data formats is obvious: With the help of suitable drivers a PostScript or PDF file describing the document created in all its details and elements can be created from any graphic or layout program, irrespective of the computer platform on which it is used.

The argument as to whether the customer himself should produce the PDF or the print shop in its role as a service provider should take up this job from the customer is futile. However, the fact is that production has now been simplified by using Adobe Acrobat, transferring the PDF files created by it and processing them in modern workflows. Workflow management systems developed in this fashion could be expanded in the future with many other functional steps. Besides calculating the output jobs, these workflows will perform administration, checking and work flow control as their essential tasks.

## **Avoiding errors as early as possible**

In the steps to follow, the output and production related workflow systems will communicate with management information systems (also known as “branch software” for pre and post estimation), in order to eliminate errors, repeated loggings and misunderstandings and to implement the workflow in totality starting from incoming enquiry through production up to logistics, shipping and the post calculation. The keyword here is JDF, or the job definition format. The target date pressure is mounting on markets that have become more and more demanding. Thereby, meeting the deadlines can become problematic every now and then. Errors during executing a job can prove to be costlier, as the job progresses through the workflow to press.

Thus the pressure mounts on all the components within the workflow and during the generation of the corresponding jobs because many jobs can be repaired in the workflow itself by introducing checks and automatic processes. But this leads to a slower production and comes in the way of

meeting target dates. Thus errors should be avoided during the initial input of data to be printed. This can be done by employing some design and layout programmes.

But the printing companies should lend a helping hand to their customers in generating the PDFs, when they themselves do not carry out the creation or design work in-house. Very often we hear printers saying that they have to process “poor quality data”. But they do not care to explain to the customers as to how the PDF should appear, so as to be processed further without any problem.

Now that applications like InDesign or Quark Xpress are capable of “printing“ PDFs directly from the application, it has become all the more necessary today to have a proper communication. In other words this means that anyone who is said to be in “control” over his workflow should have eliminated this problem of unsuitable data. A good communication is imperative, starting from the sales talk onwards, and half an hour spent for a clear discussion can simply work wonders.

## **Methods to achieve a more efficient data flow**

Finally, today it is more and more a question of how efficiently we can process data during print production. Nobody will deny the fact that this can be achieved only by workflow management systems. But to what extent should the work routine be automated? It is not meaningful in each and every case to use an entirely JDF based workflow straight away. There is no doubt that JDF is the goal and it will flow into production, but the same can be done also in gradual steps. Fujifilm is offering an interesting concept for this purpose, and it is known as “serial model” (see article on page 10).

## ■ Workflow Management System

# The highlights and new functions of Celebrant Suite 6

**The cost-conscious users will be happy that Fujifilm's extensive innovations will enable them to have an effective, productive and an economic Workflow.**

**P**repress workflows are not rigid. The workflow must be upgradeable as and when new technologies, standards or new equipment are being introduced. And since business requirements too change with time, the workflow should be upgradeable when the production levels go up.

Accordingly, Celebrant is designed to be flexible and it permits us to integrate innovative new technologies and standards into the Celebrant Suite modules in real time. From this, the user derives many benefits, which allow him to produce more effectively and more economically.

- Adobe PDF 1.5 RIP and Normalizer (full Acrobat-6 support)
- Native Mac OSX, OS9 and Windows XP Clients
- Automatic imposition with the help of JDF or PS imposition templates
- Automatic replication of imposition templates for automatic job generation

- Creating and editing job groups for simplified administration of documents from several individual files
- JDF import of general data, signatures and complete jobs
- JMF-Export (Job Messaging Format) for job tracking and for material consumption control
- Expanded CIP4 interface: PPF and JDF support
- Improved viewer with multiple windows and window mode
- Support to third party vendors of film-setters and image-setters
- Acrobat InRIP trapping, Plug-in for Mac OSX, Mac OS9 and PC
- Media profile wizard for simplified configuration of inkjet proofers
- Standard media profiles for currently used proofers and papers
- Media profile editing tools for simple customisation of the setups
- Support for LAB-based special colours.

### At the pulse of the development

Celebrant uses standard-modules like Adobe's CPSI RIP, PDF and Preflight libraries. The updates on these core technologies are regularly available, so as to guarantee the compatibility with the current applications. Fujifilm is an active

member of many associations which contribute to the standardisation of the prepress (e.g. ICC and CIP4/JDF). Thus these innovative standards will be passed on to the Celebrant workflow quickly.



## ■ Workflow models

# Workflow-Management complete with JDF or in interim steps

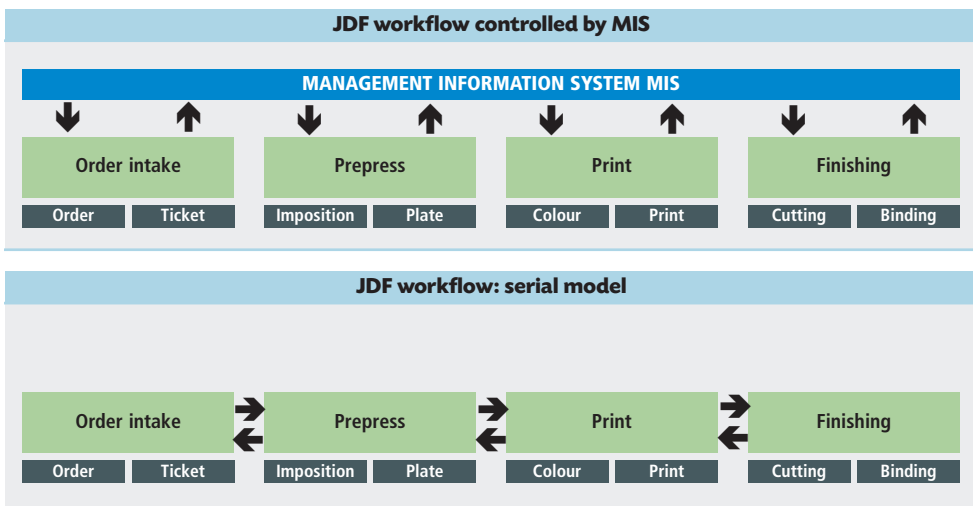
**Fujifilm Celebrant Suite covers JDF functionality and its “serial model” enables the user to make a gradual entry into a workflow.**

While the production of printing plates using computer to plate systems has become an established practice for quite some time now, the complete digitized workflow is still in its infancy. We are concerned here strictly with only two fixed points: At the starting point of the production chain there is the customer with his data and at the end of the chain there are the output units such as plate-setters, digital or offset printing presses, the post-press and the logistics of the finished printed product.

What makes the path from A to B to appear complicated at first sight are the steps between these two points and the permanent question: “How can we organize the work routine to be most appropriate and most meaningful?” There is no

doubt that an automated workflow will do the trick. But, how important is it to install a complete JDF workflow right away?

Here we have to consider a number of points. On the one side, the advocates of a complete JDF workflow philosophy think that they are right, because JDF is going to come and it is going to control all workflows very soon. On the other hand, as an investor, we should play safe and get ourselves familiar with these operational sequences and include JDF in our proposed investments. But that does not mean that we have to switch-over to it overnight. It will anyway make sense only when all components are JDF compatible:



An old printing press, which cannot be integrated into this networking, can undermine the whole workflow. The following points describe the aspects expected of a Job Definition Format.

JDF should

- automate the process from the job quotation stage up to distribution
- enable compatibility between various manufacturers
- achieve a bi-directional communication between the systems located in the workflow and
- ensure networking of management information system (MIS) and production.

There is no doubt that this is a meaningful goal. But rarely will anyone replace all the components of his company (from MIS and prepress through presses in print-shop floor up to post-press and logistics) completely with JDF compatible machines.

## Module by module

Fujifilm offers various other methods. Naturally, JDF is integrated in the new version of the Workflow management system Celebrant 6 also. But besides offering the complete solution, Fujifilm helps its customers to install intermediate steps and to establish the JDF workflow in a phased manner. Fujifilm offers a solution called the “serial model”, which can be used by the most diverse type of companies and for diverse applications. The idea behind this is that an order can be executed by using the JDF compatible elements between the individual operating parts (order acceptance, prepress, press, processing).

Thus the “serial model” has simple options with the following immediate advantages: It supports all imposition software originating from different sources. It is possible to have a link to the control console of the printing press. And it ensures the support of management information systems.

## Celebrant Suite



Fujifilm's Celebrant Suite provides a modular product, which can be configured to provide a range of solutions from a simple print spooler to a full prepress production system.



**Celebrant Primer.** Provides a complete Document Preparation station. Workflow includes an Adobe Normalizer, for conversion of PostScript to PDF, Enfocus Action List to automatically edit PDF, Font Embedding, Colour Management, Trapping and Preflighting using Enfocus Pitstop.



**Celebrant RIP.** Fujifilms advance raster image processor providing Job Ticket driven workflow, Adobe CPSI RIP with integrated viewer and archiver. A range of options is available.



**Celebrant Extreme.** A production system for managing the output of imposed pages to proof, film and plate. Streamlines the production process by providing Documents Preparation (Primer), Automatic Imposition and integrated Adobe RIP with trapping. The ability to configure processing across multiple platforms is also enabled.



**Celebrant Gateway.** Allows 3rd party Workflows to include Fujifilm image-setters and plate-setters within their Workflow. Options for imposition and proofing can allow the creation of a 1-bit TIF automated workflow.

## Celebrant Suite supports Job Definition Format

**The Workflow Suite covers an extensive JDF functionality and now it has got some new user interfaces for Mac OS X and Windows.**

Almost everything in prepress revolves around networking of production as never before. Therefore, the latest generation Fujifilm Celebrant workflow system contains such components to automate the processes further and ensure their proper operation. By now, this workflow of modular design (Celebrant was launched in the market in 1997) has become one of the most widely used systems and is installed at more than 5,000 customer locations worldwide.

After the first few working JDF projects were presented in 2002, the JDF technology has been undergoing further developments continuously. Fujifilm has developed software tools in close cooperation with customers, partners and a number of other manufacturers. These tools enable the interaction of management information systems, prepress, press and postpress and optimize the work routine in print shops. JDF enables the implementation of an automatic workflow starting from order acceptance up to product distribution. Fujifilm on its part has been focusing mainly on CTP production, colour management, proofing and digital printing.

### JDF steps into Celebrant

JDF jobs, which are taken up in the workflow, contain a set of information about the job-order itself, customer information and details of the job including a clear identification, in order to be able to trace the job within the workflow. This JDF information will be supplemented by additional data from the Prepress workflow and passed on to the downstream production stages and processes.



The Celebrant JDF import enables the importing of JDF data from different systems and offers support for complete JDF jobs.

This enables a high level of automation, reduces the necessity to re-input information at different production stages in the workflow again and again and thereby eliminates application errors. Celebrant 6 can integrate JDF production jobs (general data, signatures and complete jobs) directly in the prepress workflow and enable a bi-directional communication between prepress and upstream or downstream process steps. In this connection the JMF export (reading out information in Job Messaging Format) is available for job tracking, order follow-up and for checking materials consumption.

The progress of the job will be assessed accurately and details of time spent and material consumed are sent in form of feedback data to the MIS system. Finally, these data are a must to track the job properly. The costs are calculated, in

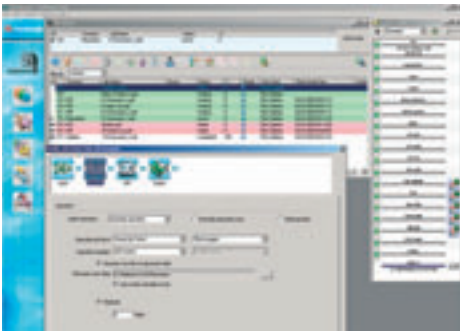
order to optimize the inventory from consumption figures.

## More than colour pre-setting

Another new functionality is the advanced development in prepress and press integration. Fujifilm has been supporting CIP3 and CIP4 standards already for many years now, by letting the workflow convey data to the printing press for pre-setting ink keys. The new printing press control option extends the CIP4 functionality, supports PPF and JDF, conveys the ink information and thereby cuts down the press make ready times considerably in the print shop-floor.

## Imposition workflow

The JDF technology steps in not only in different sections of the workflows such as MIS (management information systems) and press and post-press integration, but it also links operations like the job inputs and imposition. Celebrant integrates JDF imposition, which contains layouts and references to the files to be imposed. In this connection Fujifilm has made a partnership with Dynagram Inc., in order to provide a smooth JDF imposition workflow both for B1 and for B2 systems. The imposition program Dynagram Dyna-



The settings for JDF processing can be seen clearly in this view. Job tickets can be taken up or produced afresh, imposition jobs can be done automatically and a preview in the "Placement editor" can be arranged.

Strip is offered with Celebrant 6 as a package and thus it is one of the most flexible imposition workflows. In addition, JDF Imposition accepts imposition jobs of Creo Preps also and permits semi or fully automatic imposition within the Celebrant Suite using internal JDF Templates.

## New user interfaces

The partnership with Adobe has enabled Fujifilm to use the latest PDF and PostScript interpreter technologies as well as the Adobe PostScript 3 version 3016. This is the only PostScript Interpreter (full Acrobat-6 support) that supports PDF V1.3, 1.4, 1.5 and PDF/X directly. In addition, Adobe interpreter supports Multi-threading to accelerate time-intensive rendering jobs in RIP considerably.

After the workflow systems grew up from pure RIPs to become complete PDF workflow products, the need for better control, a higher degree of automation and higher flexibility, too has gone up. Finally, this has led to the development of new user interfaces. In its new version of Celebrant, Fujifilm has introduced a new Macintosh OS X and Windows user interface also. Celebrant has the option of a web-based interface, which allows jobs to be taken up and in addition supplies information about the production status of a job.

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**Editor-in-Chief:** Bernhard Niemela

**Editor:** Klaus-Peter Nicolay

## Workflow also means: Load balancing and high flexibility

**The large functional range of the modular product Celebrant Suite offers workflow solutions for companies irrespective of their size and application.**

**B**asis for each one of the workflows is outputting the data on film, plate or the printing press. Thus, the Fujifilm workflow management system Celebrant too was tailored for these operational sequences. Celebrant's modular design enables the users to make a step-by-step entry into a workflow best suited to their operations. It also enables them to upgrade or expand it.

Therefore, many companies start with a classical RIP workflow whose main task is to make the output productive. In subsequent steps the RIP can be upgraded to a complete and comfortable workflow system with PDF and JDF capability and thereby it is suitable for the development of "One box" system up to "Multi RIP" version. Several computers and clients can be put together into a system, in order to tackle the workflow tasks by distributing them.

### Celebrant Suite 6

The Celebrant Suite 6 is an extensive update of the previous Celebrant Workflows and it is called as Suite due to its modularity and functionalities, which covers a broad spectrum of different solutions and options. Many previous and proven functions like parallel processing and multi RIP control and output devices have been retained without any change and brought to the state of the art technology.

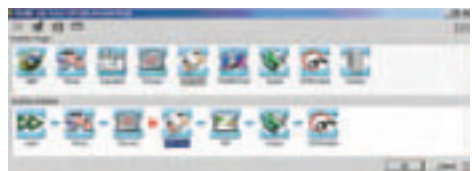
Apart from the support of JDF and a comfortable job ticket handling, mainly a series of new properties in the multi-colour support of various ink jet proofers, integrated ICC colour management

and use of new screening technologies are some of the essential innovations.

The Celebrant RIP is based on the original Adobe CPSI 3016 RIP kernel and has all drivers, services and quality characteristics of PostScript language and the PDF technology. The Celebrant RIP is controlled by job tickets, which enable the preview, proofing and output parameters to be configured individually.

### Reduce operating costs

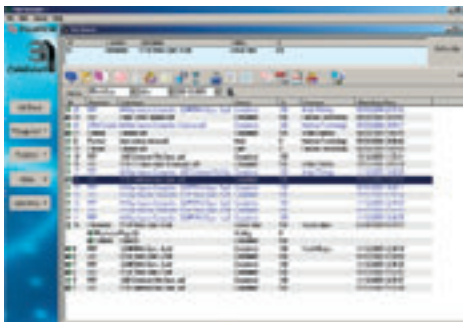
For an enterprise, skilled personnel are just as much important as their efficiency in spending their time in the most profitable way. Operator time and the skill level required to manage a prepress workflow are increasingly the key factors in investment planning process. Therefore, Celebrant is designed to reduce the operator interventions to the minimum possible, by providing a job ticket based automated workflow. Imposition Jobs can be created automatically even when they contain several documents arriving at different times. Celebrant is designed to minimise operator intervention by providing a Job Ticket based automated workflow. This allows operators to focus their skills on creation rather than logistics.



## Transparent job process

With automation of the prepress on the increase, it will become more and more important to have transparent operational sequences. Understanding that all files have been received, proofs have been created, approval has been received and plates are ready for press is the key to the efficient use of resources.

Celebrant provides a Queue Management system that can be viewed on the operator's desk or in the pressroom via either a Mac or PC client. The operator can manage the personalised views of



the Job Queue to identify any possible issues and to resolve them quickly. Celebrant also contains an embedded 'Status Reporter', which can be used to provide top-level job progress to a management information system. When the job is completed, Celebrant's Archiver can store the job ready for retrieval if a reprint is required.

## Dynamic and automated

The processing time for documents—if they conform to industry standards—can be reduced considerably in Celebrant workflow.

The user can set-up a 'Dynamic' Job Ticket that defines the processing required for any type of file (e.g. PostScript, PDF, TIFF). Documents submitted in Certified PDF or PDF/X formats are examined to see if all the processes defined are required. For example, Celebrant can recognise if a PDF/X has already been colour managed or

## Celebrant Options

Celebrant Suite provides a modular product that can be configured to provide a range of solutions from a simple print spooler to a full prepress production system. Celebrant Options provide a flexible approach to enhance the workflow, as the production level goes up or new techniques are introduced.



### Celebrant Imposition

Provides semi-automatic and automatic imposition in conjunction with desktop imposition applications (e.g. Dynastrip and Preps).



### Celebrant Proofing Options

Celebrant can directly drive a range of proofers from Fujifilm, Epson and other InkJet Proofers. Jobs can be screened directly to the proofer. Optionally even the ROOM-proofing of de-screened data is available. By this complete data integrity is ensured.



### Celebrant Colour Management

Celebrant offers a complete colour managed Workflow. Options include Document Colour Management to provide press ready output and Media Management to provide quality proof output.



### Celebrant Versioning

This versioning option provides a flexible solution that can be used to manage documents with different language versions.



### Celebrant Press Interface (CIP4/PPF)

This press interface provides job data and ink duct key information to a wide range of presses to aid faster press set up time.



### Celebrant Configurations

Multiple PC platforms can be employed to distribute processing of jobs. Multiple RIPs can be connected to multiple output engines all controlled from central client server architecture.

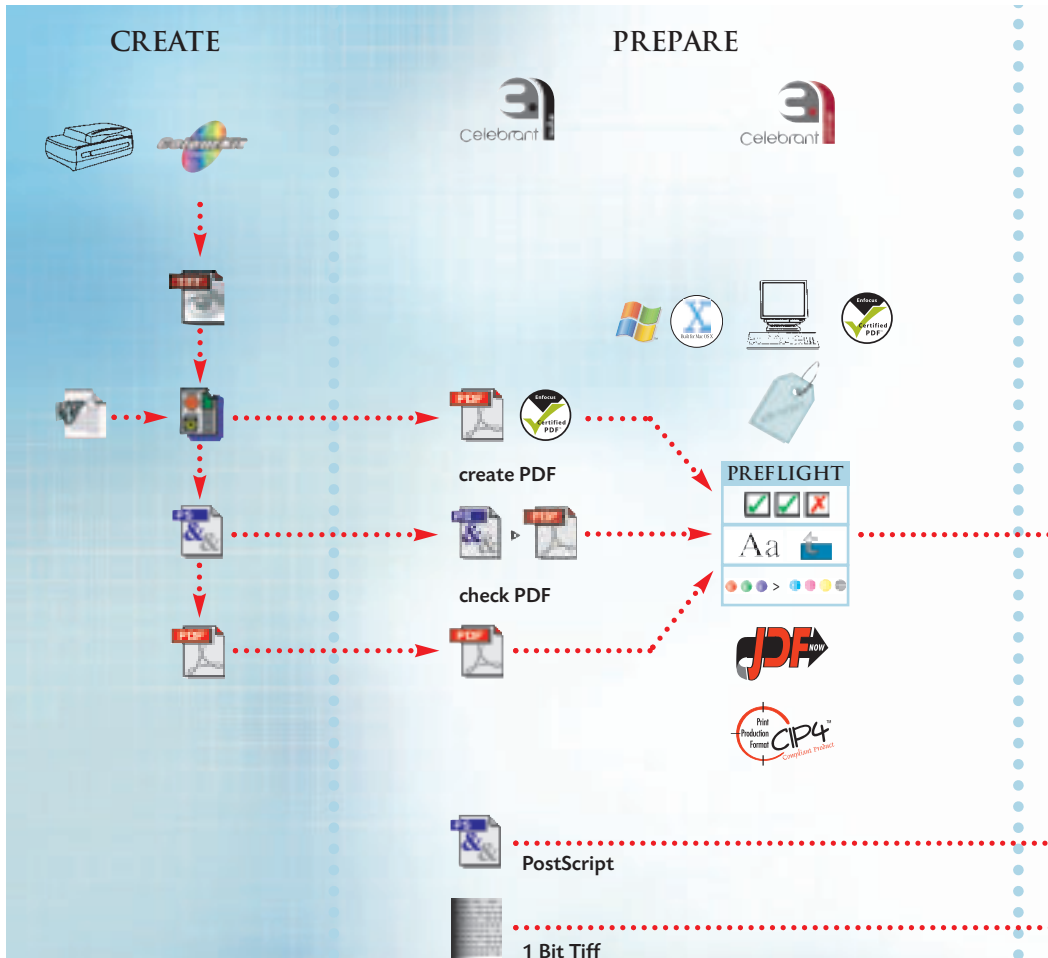
trapped and skip these stages in the workflow. 'Dynamic' Job Tickets save time and avoid double processing of files, reduced quality and re-work.

Celebrant products generally allow workflow processes to be defined by a Job Ticket—a set of instructions defining what should happen to a file as it passes through the workflow. The definition of the Job Ticket is in layers—Templates, Stages and Workflow. Templates allow definition of more complex processes (e.g. trapping styles). Once defined the template can be included in the

definition of a stage of the workflow (e.g. ripping). The stages are then linked together into a Job Ticket, which can be used by an operator simply by submitting a document via Apple Talk or a drop folder.

### Preparation of good PDF documents

One of the biggest problems in PDF based workflows is to create an optimal PDF file. Often many positive attempts made to create optimal communication between print shop, data supplier or customer fail because of the poor quality of the PDF



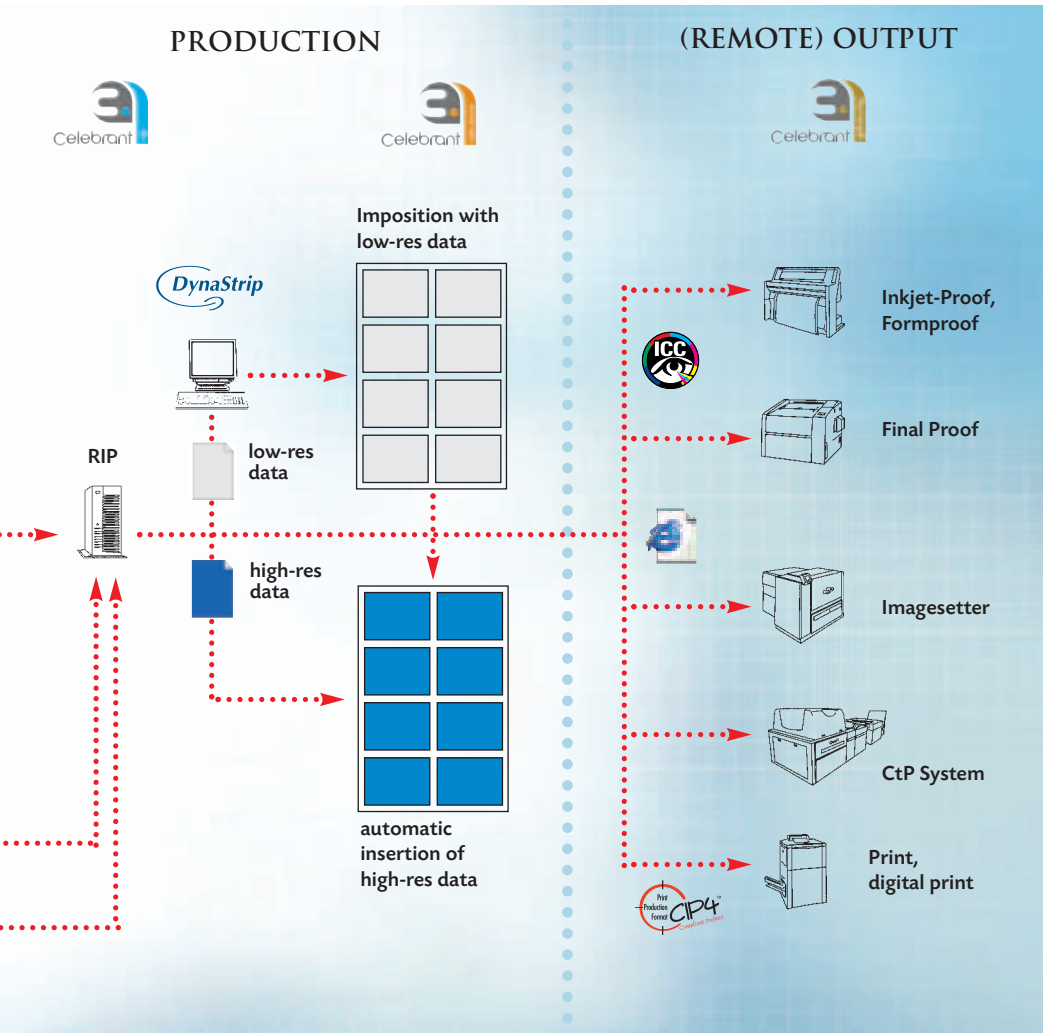
file. Since now the PDF format has become very flexible, and it has become an edition tool from the data exchange format, there are many hidden pitfalls for the untrained users in particular. Many users feel that the preparation of PDFs conforming to professional-grade prepress specifications is a complicated science in itself.

In this connection, Fujifilm's Celebrant Primer provides an expert system which focuses on the production and checking of PDFs intended for use in prepress and press. The primer can be

compared to the "Normalizer" or the "Refiner" of other workflow systems and it has the same function. The idea is to bring all the PDF files to the same quality level so that we can work with them without difficulties.

### Preflight

The Preflight is a key step in processing. It is done immediately after receipt or generation of the file, before it is RIPped. The Celebrant Primer integrates Enfocus PitStop PDF tools, which contain



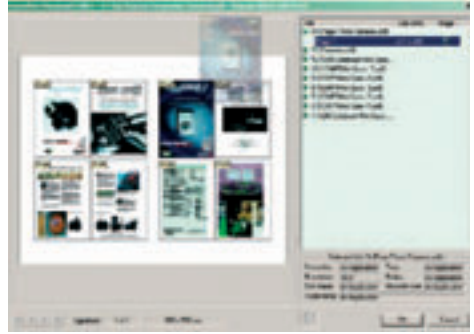


Basis for each one of the workflows is outputting the data on film, plate or the printing press. Thus, the Fujifilm workflow management system Celebrant too was tailored for these operational sequences. Celebrant's modular design enables the users to make a step-by-step entry into a workflow best suited to their operations. It also enables them to upgrade or expand it.

both Preflight functions and PDF Editing properties, so that the PDF files can be checked before outputting and if necessary, they can also be repaired.

## Automatic Imposition

Celebrant Imposition provides one of the most flexible automatic imposition solutions available today. It allows the user to make a choice between a desktop-based imposition, an imposition using PDF placements or totally automatic imposition. These methods can be applied to jobs containing single or multiple documents, with mixed file types and arriving at different times. Celebrant's Assignment Wizard allows easy setup of automatic placement while the Imposition Viewer allows the progress of a multiple document job to be monitored. Last minute changes can be easily made using automatic substitution or drag and drop pages using the unique Late Page Replacement Editor. The result is a tailor-made Imposition Workflow to meet all the requirements of your job, irrespective of the quality



of the incoming materials.

## Post RIP imposition

Fujifilm did not start the development for an imposition program of its own, since proven modules were already popular in the market. Moreover, Fujifilm does not want to thrust one more new application on its customers. The Celebrant Imposition option can communicate with a number of different imposition applications via an interface to enable the user to stick to the software of his preference. Therefore Celebrant is in a position to integrate the widely used imposition applications. Generally Celebrant provides low-resolution files for imposition. While the imposition is being done on a workstation, Celebrant can RIP the data simultaneously. If the imposition is complete, the files are replaced with low resolution in Imposition Template by the RIPPed pages providing a file ready for output. This processing technique gives a higher productivity, since the imposition does not involve the use of large sized files.

Thus, there is an appreciable reduction both in network load and processing requirements on RIP. Moreover, the single page workflow makes it possible to exchange individual pages later. Since the imposition process is separate from the page data and every page is processed as a separate file, corrections can still be made on individual pages just before the actual output operation, say, to correct errors or to take care of the latest

data, without affecting the rest of the pages imposed.

In addition, Celebrant also includes a “Versioning”, to exchange the black separation with documents which are printed in several languages without having to repeat the RIPping of the other three colour separations every time.

## Trapping

The versatility of today’s software products means that the RIP engine used in the workflow must be capable of handling a variety of file formats from a large number of applications.

Celebrant tackles this problem by using an industry standard Adobe CPSI RIP and Trapping Technologies. Adobe is not only the inventor of PostScript and PDF but also provides many of the desktop applications used in prepress. Adobe’s Trapping Technology provides a reliable automatic solution for trapping which virtually eliminates the need for the costly trap editing which has to be provided with alternative engines. Adobe trapping styles are user definable and can be applied in zones within the page or globally across the whole page. The combination of Adobe’s RIP and Trapping engines provides a productive solution that can keep pace with today’s prepress industry.

The Celebrant workflow has been supporting Adobe InRIP Trapping for several years now. Celebrant can automatically insert trapping parameters into the PDF pages during the “normalising” process in Celebrant Primer with the help of embedded PJTF (Portable Job Ticket Format) files.

## Workflow with Colour Management

Fujifilm has provided colour solutions for both the photographic and the prepress industry for several decades. This has resulted in the development of leading colour-processing techniques, which have been applied over a wide range of products in both markets. The rise of digital cameras and automated prepress workflows have provided the opportunity to merge technologies from both sec-

tors to create a Colour which ranges from image capture to plate. This workflow has several core technologies.

- Image intelligence
- Profile creation
- Document colour management
- Media management for proofers

Fujifilm’s ‘Image Intelligence’ has been used extensively within Fujifilm’s film processing laboratories to automatically improve photographs. This technology is integrated into the Celebrant Primer to allow images to be processed to provide maximum quality.

Fujifilm ColourKit Profiler Suite provides an ICC based toolkit for users to create profiles for use within the workflow. The product is modular and ranges from profile creation for monitors and cameras to press profiling and automated processing and editing tools.

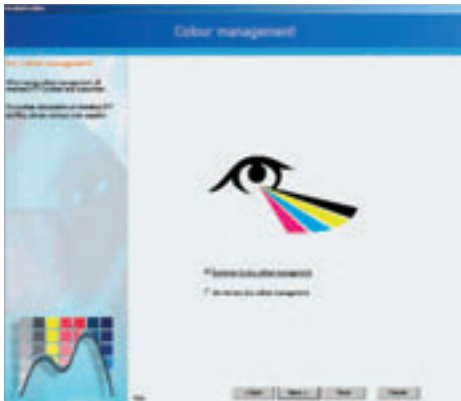
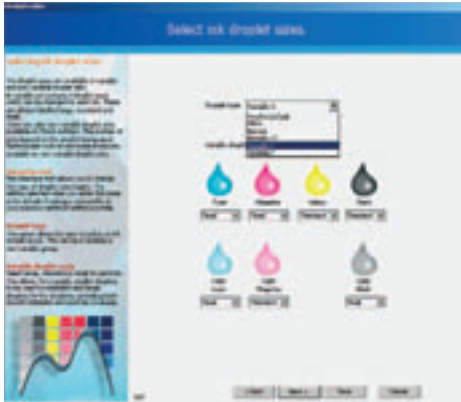
Celebrant’s Document Colour Management identifies the elements of the PDF or PostScript document and can colour manage them for the appropriate further processing.

## Proof Approval and digital proofing

Celebrant provides a range of solutions to help to reduce approval time for pages and imposition flats. PDF pages can be automatically created in a range of resolutions and output using different systems. Thereby data can be provided even after screening and printed out on high quality proofers.

Celebrant can proof directly to a range of Fujifilm, Epson and HP proofers allowing single page or imposition proofs to be created. The Celebrant ROOM proofing option allows screened proofs to be provided based on the actual file that will be used to create plates. The flexibility of the Celebrant workflow allows different proof approval methods to be employed depending on the clients needs.

Celebrant Extreme provides a choice of two digital proof modes as per client’s needs. In the “RIP-



Fujifilm's media management was developed, in order to get an optimal quality during the use of inkjet proofers. ICC profiles, colour limits, linearization and ink splitting curves are unified in media profiles. Thus the risk due to errors is minimized. The users can create a media profile quickly and easily with the help of a wizard based interface.

Many" proof the same job can be executed twice with the same Job Ticket, once with low resolution to meet proofing requirements and one more time with a higher resolution for outputting on film or plate. Thus we can eliminate the need to send a large volume of low-resolution data to the proofer. As a result, the output is faster and

proofer specific data will be available for achieving the best quality of proof. Celebrant supports the ROOM (RIP Once Output Many) concept, where the screened output data intended for a film or plate with higher resolution, are de-screened and recomputed for proofing as per the device resolution. This has the advantage of complete integrity between proof and critical output, since screening is done only once.

## Screening Technologies

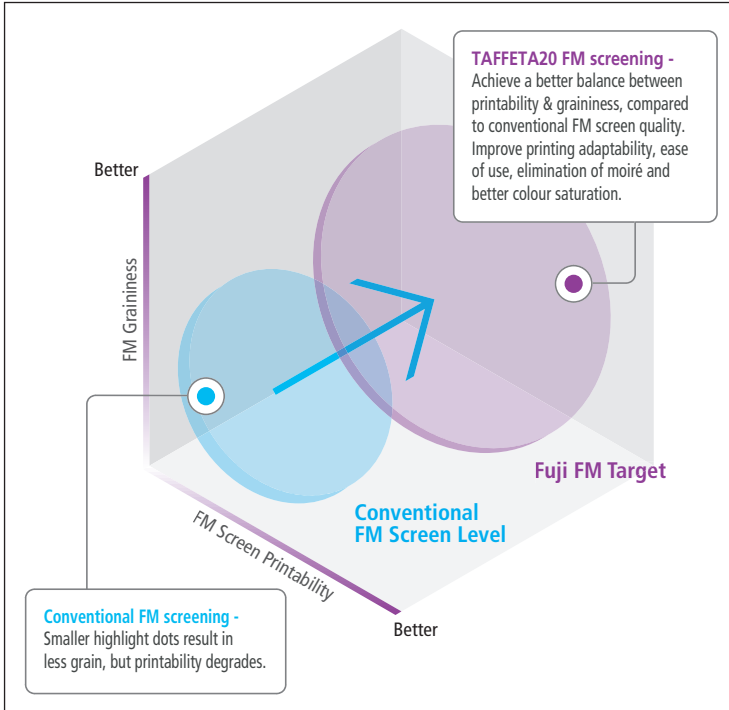
Fujifilm has a long tradition of providing a wide range of screening methods. Co-Res screening and FM screen Fujifilm's Taffeta are new developments. With these screening technologies, Celebrant provides an adequate solution for every application to obtain the best possible results.

## Output on film, plate and paper

The fullest benefit of investing in a modern CtP plate-setter can be reaped only when the workflow is able to provide the highest level of quality and best productivity. The Fujifilm teams responsible for the development of Celebrant and output devices design are working closely together to ensure an integrated and well-matched solution.

The Celebrant workflow is scalable, so that several RIPs can provide data to several engines and can be controlled by a central server. This server can be operated via Mac or PC clients. Additionally, Celebrant provides access to a wide range of third party vendor's devices via 1-Bit-TIFF or by means of "TIFF Catcher/Shooter" solutions. With these, Celebrant provides an open workflow system to integrate the existing and future output devices and thus enables us to protect our investment for a long time against obsolescence.

Celebrant can provide CIP3/CIP4 data for use in integrated systems. The application of these data is the basis for automatic control of ink duct keys in a printing press. Using the network, PPF files can be transmitted to the printing press console



automatically. CIP3/CIP4 compatible printing presses like the ones from Heidelberg, KBA or MAN Roland are system compatible.

## Celebrant Archiver

File management is an essential aspect of digital prepress workflows. The Celebrant Archiver provides functions for managing temporary files or files worthy of archiving. During a job these files are created from sources ranging from job tickets, imposition previews and PostScript or PDF files up to screened output file. Jobs can be moved easily between output work queues and archives back and forth and they can be stored locally or in the network. The ability to recall the jobs in PDF or completely screened format is of particular interest for repeat jobs, where there are only minimal changes between the individual versions. As soon as the job is recalled, changes in the PDF versions of the pages can be done, so

that they can then be combined with the screened files of unchanged pages and a new imposition can be done.

## Scaleable solution

For Fujifilm workflow systems are the spearheads in the development of integrated prepress systems.

In this respect, the workflow Suite has the flexibility of custom-made solutions to meet the needs of the customers. Celebrant provides a scaleable workflow solution, where a central master administers all processes. The master can have any number of Mac or PC clients as required and they can decentralize the supervisory and control functions.

## Black Magic: ROOM-Proof, screen proof and de-imposing for A3-specimen

Fujifilm provides an universal system called Proof Server solution for various proofing applications with an emphasis on production assurance and speed.

The manufacturer-independent and self-sufficient ROOM Proof Server solution BlackMagic from Fujifilm provides an universally applicable proof system, which can be used not only by Fujifilm product users, but also by all companies looking for a professional ROOM Proof solution including the rendition of halftone image structures and a proof as per ISO standards.

BlackMagic is a software solution which uses data already RIPped by any of the leading RIP solutions (HQ, Celebrant, Agfa, Delta, Brisque etc.) and achieves a genuine ROOM proofing, without any need for a second Interpretation/Rendering and thus ensuring a 100% assurance in production.

### Real Dot Technology

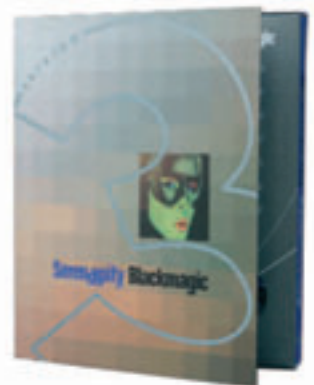
The RDT (Real Dot Technology) used in BlackMagic for obtaining halftone image structures is unique in the world. This makes visual checking of moiré possible (According to Fujifilm system specialists, we can recognize more than 90% of all object moirés). The system provides direct drivers for all standard Proof engines of HP, Epson, CalComp, HifiJet, Mutoh etc. and a maximum driver support for up to eight colours (CMYK, Lm, Lc, orange, green), drying, cutting and other printer properties. BlackMagic supports ICC colour management for all Proofers capable of calibration, as well as Softproof from Highres data to calibrated and profiled monitors. The software solution provides a comfortable special colour handling, a high degree of automation and allows the export of CIP3 key values.

### Client/Server and Master/Slave

The new BlackMagic version is available for Windows, Mac OSX and UNIX. The solution is freely scalable with the Client/Server and Master/Slave technology, so that there will not be any performance bottlenecks. Different platforms can be used and even older computer models can contribute to an increase in performance, since BlackMagic is able to divide the jobs on different computers. Also remote Proofing and Proof checking are feasible on external servers via a local client.

### De-imposing and print on A3+

The smart media saving features (gang printing, dual use etc.) and the de-imposing of forms already imposed are particularly attractive. Existing imposition signatures are counted back to be consistent with pages for proofing on an oversize A3-Duplex-digital proof printer. These quick sample prints are content binding and neither chopping nor pasting of imposition sheets will be necessary.



## ■ Choice of technology

# Deciding between thermal or violet

## The pros and cons of different CtP system technologies.

**A**fter CtP could establish itself as the successor to film based plate making, for most users it is not a question of whether to opt for CtP, but which of the two technologies to use: thermal or violet. Once a decision is made in favour of one of these two, it is not simple to changeover to the other. Or the switch-over may call for an entirely new set of machinery and materials. Therefore, the proper selection of technology is critical.

Thermal plate-setters allow a stable CtP process. For many companies this stability and daylight handling are the key issues to trigger a decision in favour of thermal technology. However, thermal plates typically require relatively more energy for exposure. Thus, almost all of them, without any exception, have the restriction that they can be used only with external drum plate-setters. The external drum reduces the rotation speed, thus compromising productivity. This, in turn, is compensated for by using multiple laser arrays requiring bigger efforts in terms of calibration and maintenance. In spite of all this, thermal plate-setters are popular and the first choice especially for VLF.

## Violet is simple and fast

Offering greater productivity and simpler maintenance, plate-setters that work with visible light – and especially violet laser diodes – have come to dominate the market gradually over the years. Although plates that are exposed with visible light need to be handled in yellow safelight conditions (the restriction is only while the plates are being loaded into the cassette) this slight disadvantage is more than offset by the many benefits that violet light systems offer.

Fujifilm's violet light plate-setters employ the highly productive internal drum technology offering higher throughput rates due to its shorter loading and unloading cycles. The laser beam is projected on to the plate to be exposed by means of a patented optical system. The spinner mirror positions the dots with an accuracy in microns and rotates at a speed of 40,000 rev/min at almost all resolutions. With the optional upgrade to a "dual beam" configuration, exposure speed can be almost doubled.

The Luxel violet CtP systems use semiconductor lasers with a wavelength of 405 nm.

These lasers are designed to have a working life of around 5,000 hours, or a service life of 4 to 6 years. Thus, violet technology offers low operating costs and also economic laser and maintenance costs.



Further information on the comparison of technologies can be found in the brochure 'Newsline special CtP', available from Fujifilm on request

## Thermal and violet technologies play equally important roles

**Fujifilm allows the users complete freedom in choosing their CtP system and exposure technology.**

With its entry into violet technology and its active support to thermal technology, Fujifilm covers the current CtP technologies with a full assortment of plate-setters and CtP plates. The broad spectrum of systems available allows the user to make a choice between the current standard plate formats and the corresponding applications.

Since the middle of last year, Fujifilm is offering other thermal technology based systems, in addition to its own violet systems developed in-house by FFEI (Fujifilm Electronic Imaging). Thus, Fujifilm acquired the exclusive marketing rights for Dainippon Screen's thermal plate-setters in Germany.

### Thermal system Luxel T-9800 CTP

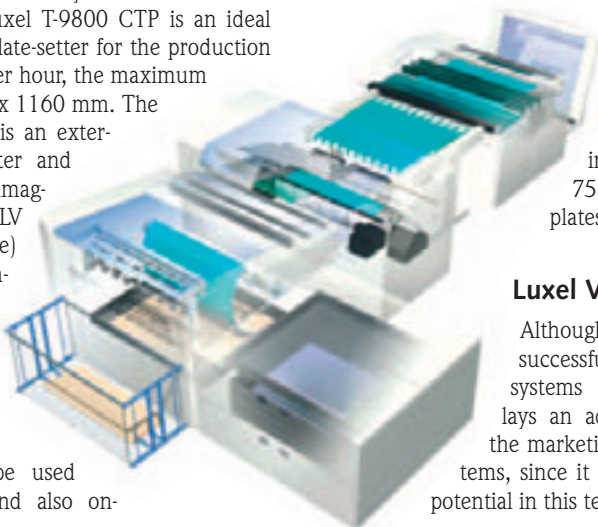
For applications, particularly in medium format job printing, the Luxel T-9800 CTP is an ideal choice as an 8-up plate-setter for the production of up to 30 plates per hour, the maximum size being 940 mm x 1160 mm. The Luxel T-9800 CTP is an external drum plate-setter and uses a 512-channel imaging head with GLV (Grating Light Valve) technology. This imaging technology guarantees a high flexibility and productivity while providing an excellent quality.

The system can be used with Autoloader and also on-

line. In the very large format, the Luxel T-9800 CTP is supplemented by PT-R 16000, PT-R 32000 or PT-R32000Z. The PT-R 32000 allows a fast imaging of plates in B2 format up to 32-page-forms. This brings a great deal of flexibility in case of exposable plate formats, whose sizes fall between 650 mm x 550 mm and 2124 mm x 1276 mm and these plates can be imaged at resolutions of 1200, 2400, 2438 or 2540 dpi.

The VLF models use a 512-channel imaging head which too is based on the GLV technology. Due to its ability to expose two plates simultaneously, the PT-R 32000Z can output up to 46 plates per hour in 1030 mm x 800 format at 2.400 dpi. Like in other Fujifilm CtP plate-setters, an option to configure inline punching is available to meet specific requirements. Additionally these devices

can be equipped with a single or a multi-autoloader. The relevant cassettes have a capacity of up to 150 plates in 8-page format or 75 in large format plates.



### Luxel V models

Although Fujifilm is very successful in the thermal systems market, the firm lays an added emphasis on the marketing of its violet systems, since it sees a great future potential in this technology.

On basis of the plate-setters Luxel Violet B1 and B2, Fujifilm has extended its products by offering additional options.

### **Single cassettes make it more flexible**

So, of late Fujifilm is offering a single cassette feed for the two Violet series Luxel V-9600 and Vx-9600 CTP to make the entry into fully automatic production quite affordable.

This option has a capacity of 120 plates per cassette and automatic removal of interleaving paper. Existing manual or semiautomatic systems can be upgraded on site with this option. This inexpensive and expandable unit supports the whole range of plate thicknesses available at the moment and can, if necessary, be upgraded to a multi-autoloader with five cassettes. The use of a tilting cassette trolley, which facilitates the loading and stacking of plates, requires in addition a smaller footprint than the existing fully automatic option.

### **B2-Violet System Luxel V-6 CTP**

The experiences gained from the existing Luxel series, combined with developments like the integrated violet laser imaging head, the internal drum technology and the internal punching system have contributed to the high degree of quality, repetition accuracy, precision and versatility of the CtP System Luxel V-6 CTP.

The current B2 Violet CtP Generation was made to match with the Fujifilm Brillia LP-NV printing plate to achieve an outstanding dot and printing quality. The Luxel V-6 CTP and the LP-NV plate form an efficient combination for print shops that are eyeing on an economic plate imaging with the utmost quality.

The main advantage of the new CtP models is their modular design, which allows an upgrade of a manual model through a semi-automatic machine up to a fully automatic configuration. A special feature of the plate-setter is its small footprint. In manual and semi-automatic configuration a high-speed load mechanism is available to facilitate the job.

The internal drum concept ensures high-quality plate exposure and uses a new drum made from the modern material “Zanite”. Like in all its violet systems, Fujifilm laser imaging head guarantees a high efficiency and long service life for eight different resolutions. Besides, the optional internal punch provides high flexibility.

The Luxel V-6 CTP is particularly suitable for jcommercial printers and users with a need for plates between 279 mm x 381 mm and 765 mm x 686 mm. The plate-setter allows a fully automatic plate production for various models of printing presses printing up to the largest B2 formats.

In the manual and semiautomatic equipment, the space saving design of the front-loading mechanism minimizes the footprint required. The fully automatic version can keep a stock of up to 120 plates in a cassette with automatic removal of interleaf paper. The system can stock up to five different cassettes, so that the entire production (loading, imaging, processing) is made fully automatic.

### **Workflow and screening alternatives**

A new 4-up Celebrant RIP called “Celebrant Lite” was added to the product range for controlling CtP systems. This software offers an optimal workflow functionality at affordable cost price. Other workflow connections through Celebrant Gateway are supported likewise.

“CoRes Screening” (AM Screening) and the new Fujifilm FM Screening “Taffeta” are screening technologies that could be used here.

## ■ User report

# Full service and Internet as an external service: “Anything on paper”

**The printing company Häuser KG in Cologne (Germany) has mastery over its print orders with automated prepress and Fujifilm Celebrant Workflow Suite 6.**

Letterpress and offset printing shop says the company's signboard in the industrial area in Ossendorf, a part of the Cologne city in Germany. Today, Häuser KG has very little to do with letterpress business. But the print shop with 27 employees is a top ranking company—both technically and technologically.

For the two managing directors Günter Mazur and his son Heiko, retaining the words “letterpress and offset” in the company's name is but logical: “In fact we have even retained our company name as Häuser, although this company, which is actually 83 years old, came into Mazur family's possession in 1976.” But we do not want to be part of the whole “media hype”, because “you can call yourself a media enterprise only if you are able to offer all sorts of media ranging from print to TV, and not just a little bit of internet only” says Heiko Mazur. When peo-



ple see the name “printing shop”, they can immediately recognise all that lies hidden behind it. And that is an argument in favour of customer proximity. But even when the company distances itself from the term “Media service provider”, it has mastered the art of dealing with a variety of “Media”. Häuser is in any case well-equipped enough to meet any kind of eventualities in its prepress. After all, it was Häuser KG, which was one of the very first users to test Fujifilm's new Celebrant Workflow and to install it for its own production.



Heiko Mazur and his father Günter Mazur are managing Häuser KG together in Cologne. In spite of their success, they have remained down-to-earth: Services are offered in accordance with the slogan “Anything on paper”.

## Workflow: Fujifilm's Celebrant 6

“We work predominantly in the 4-up format and relatively more with gang printing”, describes Heiko Mazur. The process sequence appears to meet this need. “We generally use a PDF Workflow and work in-house only as per PDF/X3 specification.” At first, our six prepress technicians, who work in two shifts, check the data as they arrive from customers. Then, if necessary, they changed and integrated into the workflow. The imposition is done at a SignaStation, all other operations are left to Fujifilm's Celebrant workflow. The inspected files are RIPPed, im-

posed and sent for plate making after one more check.

If we have to follow this methodology, then the data check done within the Celebrant workflow would be too late. Therefore, data checking was eliminated from the actual workflow. Such a flexibility is possible in Fujifilm Celebrant workflow, which covers all functions as a complex and complete solution. But at the same time, it

suppliers whom we had contacted, offered the same CtP equipment.” That was the succinct reply from Heiko Mazur, when he was asked to describe the characteristic of his company’s product spectrum. “Our job is to print anything ranging from business cards to catalogues.” Heiko Mazur sees flexibility and speed as special features of the Fullservice providers. “Snapshots are our strength. Because while others are still estimating, we would have finished printing al-



allows any variations requested by customers. The plate exposure is done on a Fujifilm Luxel T-6000 CTP, which was installed in the Cologne works as early as in December 2000. “At first we had only a throughput of around 1,000 plates per month. When our need rose to 1.800 plates, we upgraded the CtP system with an autoloader. At present our production is around 2,500 plates.”

After the acquisition of the CtP system, Häuser could raise the proportion of data received in digital form from the previous level of 20% to 60%. “To some extent, we did insist on digital data, but our big customers too showed their readiness to handle digital data.” Today all the work is practically done digitally and only one customer is still working with conventional plates. “The analogue part of it comes to only 35 plates per month,” says Heiko Mazur.

## Workflow was decisive

Heiko Mazur, who is active as the managing director of the company since 1999, explains the decision to go in for this plate-setter: “The workflow alone was a decisive point in itself, since all

The prepress of Häuser KG: The smart use of Workflow Celebrant 6 allows flexibility and provides high speed. The Fujifilm CTP system Luxel T-6000 CTP in production at Häuser since December 2000 can produce 2,500 plates per month.

ready.” “At Häuser, the customer does not have to wait more than eight to twelve hours for an offer” says Heiko Mazur. But when Heiko Mazur speaks about speed, he does not mean only speed in estimation.

Well tried out processes and a sure-shot technology form part of all this. “With our prepress, CtP and our press workflow, our prices are as attractive as digital printing prices for 250 copies and above,” says Heiko Mazur. “Usually, digital printing has an edge over offset in the matter of time factor. But with our flexibility and speed we are able to more than make up for it.” Häuser KG provides its customers not only prepress and press, but the complete spectrum of post-press work ranging from saddle stitching, folding and brochure production up to perfect binding in smaller editions up to around 2000 copies.

Häuser subcontracts its work to bookbinderies, only for large orders involving a great deal of perfect binding and hardcover work. Otherwise Häuser has its own complete in-house post-press facilities including logistics and shipping to meet all customer needs. And storekeeping and make-and-hold orders are nothing new for Häuser. “We offer the customers everything that they need.”

On the average, the print runs have around 5,000 copies, but in exceptional cases it can be as high as 20,000. Thus, Häuser KG has to make about 15 job changes per day and press. The

of every service which can facilitate work for them. And all this at any time of the day.”

Heiko Mazur was working with outside programmers on this solution for about two years. Since the time this solution was launched in the Internet, it has brought an appreciable improvement in sales every month. “At present around 70% of Häuser KG’s turnover comes from 100 customers, the other 30% come from 1000 to 1500 customers. So, he can manage without sales force First of all, in this way, a close relation can exist with the regular customers, whom he and his father Günter Mazur take care of. On the other



number is even higher on Tuesdays and Wednesdays, when gang production is usually on.

### Internet as an external service

The gang production, as mentioned above by Heiko Mazur, is necessary when customers place a variety of orders on the Internet. In such a case “standard prints” can be ordered by customers. These orders reach Häuser’s plant at 12.00 o’clock every Tuesday. These are printed on the respective standard stock and are delivered within one or two days.

Besides customers too can independently estimate the costs in Internet and send their orders to Häuser. Up to 20,000 different printed products can be estimated and ordered with the internet-calculator. “In due course most of the business will probably be done using the Internet,” believes Heiko Mazur. By this he means not only simple printed products, but also all orders. “Because customers love to do their own estimations in preference to other alternatives and make use

With its entry into violet technology and its active support to thermal technology, Fujifilm covers the current CtP technologies with a full assortment of plate-setters and CtP plates. The broad spectrum of systems available allows the user to make a choice between the current standard plate formats and the corresponding applications.

hand, a sales representative would have to generate a value of at least EUR 2,500 per order to justify his own appointment.

### “The shop hums with activity”

“We have always had a growth rate ranging between 10% and 20% in the past years,” explains Heiko Mazur “and for this year we expect a growth as much as 25%.” Of late, seldom do we hear about such growth rates. And it is almost impossible for others to be so optimistic any more. But obviously, it is only the ideas and the guts to do the unusual that make a printing company successful.

60% of Häuser KG's customers (as in the case of many other printing companies) are industrial customers, banks, insurance companies and also ad agencies. But this customer structure underwent a thorough shake-up in the past few months. Häuser KG works without any salesmen. But it has established a very interesting "external service" in Internet. Under [www.druckdiscount24.de](http://www.druckdiscount24.de) customers can estimate the cost of their orders or place orders for standard prints at fixed prices.

This Internet service of the Cologne based company has been in operation since January 2005.



This service has brought many new customers and boosted Häuser KG's turnover figures. These customers are not from the present operational range of 50 km radius around Cologne. "Orders come from all over Germany, Austria and Switzerland."

It is of course not an entirely new situation, but often Mazur himself does not know what he should be printing in the next 48 hours. "But our printing presses are always loaded to full capacity." No, that is not risky, since we are normally used to this order position "because we know for years that it is so. Thereby we can take it into account in our estimate," says Heiko Mazur. And with new non-regular customers "from the Internet, this situation has become still more severe." Actually there is not a single day when we get a chance to clean our machines in peace. But at the most, it could be done on the weekends. "Therefore, this year at least we should be investing in a new tabloid format press. We do not know yet exactly, what kind of a press it is going to be, but it could possibly be an eight colour press with lacquering," says Heiko Mazur.

## In good hands

But then, he concedes, the capacity of the CtP system will probably come to be "finished" soon. And another CtP equipment will have to be installed – last but not least for safety reasons, because then the 20 odd printing units should be kept running to make some money

"So, we are now quite sure that our choice here too will be Fujifilm a system once again. First of all we have always had only good experience with the company and there was never a problem that was not repaired within three to four hours time." Heiko Mazur concedes that the

"In the past years our growth rate has always been between 10 % and 20 %." Heiko Mazur expects an increase as much as 25% this year. According to Heiko Mazur, the Internet will become the central instrument. He thinks that in due course the biggest business will probably be conducted via Internet.

physical proximity to Fujifilm in Düsseldorf itself must be taken as a plus point. And as the second important point he says: "Our suppliers must be just as flexible as we are. And in this respect we feel that we are in good hands with Fujifilm."

## Competitive edge from a single source

**“Fairness and confidence mark the relations with the market,” says Fujifilm’s philosophy.**

Fujifilm’s maxim is “never to leave the customers alone with their problems”. This maxim is what makes its applications so safe and economical. “As a supplier of complete systems, Fujifilm is committed to this responsibility. With Fujifilm one can be sure that devices and media materials (films, plates, image-setters and CtP systems) are synchronised with other optimally,” promises the company.

Many crucial advantages emerge from this synergy to provide an economic and qualitative advantage to the users. And it does not stop there. Even before the product is installed, Fujifilm technicians are ready for technical advice, analyses and consultancy, so that a system you wanted fits perfectly into your company structure. The efficiency can grow with the tasks placed by the market, while at the same time the user’s investments will be protected against obsolescence and yield better returns.

### Taking up responsibility

Fujifilm stands for the entire production sequence ranging from prepress to press. The focus is on a total concept: Quality and speed as high as possible at marketable costs. These aspects are part and parcel of the company’s strategy, which is founded on broad-based know-how. The developers measure all the services with respect to the requirements of the practising experts in the industry. The advisors and technicians are thoroughly trained, so as to stand by the customers and ever ready to advice, even after equipment is accepted.

Actually it is the same as in a game of chess: Even before you make a move, you should have thought about the next move well. And for every

intelligent move, the correct pieces are available to the chess player. In the same way, Fujifilm’s products meet the strategy of clever printing companies: the product range is perfectly complementary in itself and the products are interlinked with one another. Thus, Fujifilm has become a vendor for system solutions in all-important imaging areas in the printing industry.

- Image input (Digital cameras, scanners)
- Software
- Colour management
- Workflows based on PDF and JDF
- Digital proof
- Inkjet papers
- Film-setters and CtP systems
- Screening technologies
- Processors
- Films, printing plates and chemicals
- Digital printing (Printing on Demand)
- Service and customer service
- Hotlines and customer care
- Technical advice and consulting



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