Universal Druckerei takes a full swing on the digital transformation.

The Universal Druckerei from Leoben, Austria, has massively expanded digital printing in the past years. Recently, a Xerox Iridesse Press was added in order to explore new types of applications. Like all their digital printing systems, the Iridesse at Universal Druckerei is driven by the Fiery® digital front end (DFE) and job management is controlled via the associated Fiery Command WorkStation®.

Originally, Georg Kollmann, a trained printer, was a sharp critic of digital printing, but that was many years ago. Exactly 12 years ago, the first steps towards digital printing were taken with a Xerox DocuColor 250. Despite the qualitative weaknesses of the time, the market almost forced the Styrian offset printing company into digital printing. "Even then, the trend was towards short runs, which have increased significantly over the years. "Without digital printing we would not have been able to cover this issue economically in production," assures the managing partner. In the meantime, digital printing has almost surpassed offset printing in terms of quality and is unbeatable in terms of flexibility.

This is also reflected in the order structure - currently up to 30 orders a day are produced using digital printing. Since Universal Druckerei sees itself as a regional print service provider (PSP) and produces everything from business cards to magazines, offset printing still plays an important role. "The technology mix makes the difference and opens up an extremely broad field of applications for our customers," emphasises Petra Kollmann, who runs the company together with her brother.

With an individual and solution-oriented consulting approach as well as a close customer relationship, the company has a strong market position as a PSP in the Leoben region and can also hold its own against online printers. Both local businesses and international companies appreciate the range of services offered by Universal Druckerei. "The general trend is towards regionality, but also cooperation with other PSPs, with whom we are expanding our range of services, is

Challenge:

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PETRA KOLLMANN,
MANAGING PARTNER
UNIVERSAL DRUCKEREI GMBH

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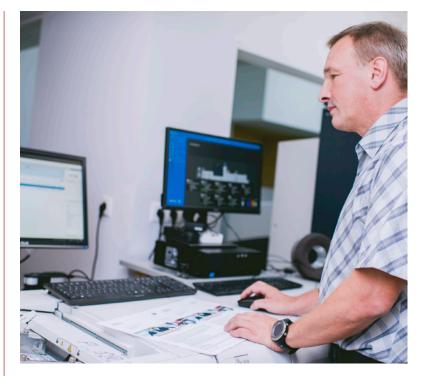03842/447760 • www.universaldruckerei.at

Since its foundation in 1985, the printing industry has undergone several fundamental changes, mainly due to the development of digital devices and data transmission. Universal Druckerei has always adapted to these changes and has always been at the side of its business partners with a motivated team and modern machinery. Customers from all over Austria appreciate not only the short delivery times, flexibility and a fair price/performance ratio, but also a virtue that they believe is no longer to be found everywhere: handshake quality, because for Universal Druckerei a business partnership also has to do with trust.

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George Kollmann uses Fiery Command Workstation to manage jobs

motivating this positive business development," says Petra Kollmann.

However, bringing digital printing up to the current quality level was a long road that required not only the right hardware and software but also a partner for active know-how transfer. Petric, the local sales Platinum Partner of EFI™ for the Styria and Carinthia regions in Austria, contributed and supported Universal Druckerei enormously in the development of digital printing, equipping them with the correct solution for their business. The spectrum ranges from consulting for business development to technical training for the use of software and hardware. This close and long-standing collaboration between Universal Druckerei and Petric has also resulted in the latest investment in a Xerox Iridesse in its full expansion stage with a complete EFI Fiery® workflow.

Solution:

"Customers are looking for opportunities to differentiate themselves from the market in their communications, and Iridesse, in combination with Fiery, is a huge step forward in this respect with its finishing options."

PETRA KOLLMANN,
MANAGING PARTNER
UNIVERSAL DRUCKEREI GMBH

George and Petra Kollmann

Advance into a new quality league

The Xerox Iridesse is a digital press that is forging ahead into a new quality league with the additional use of clear, white, silver and gold toner. Universal Druckerei informed its customers about this with an elaborately designed mailing, and the feedback was extremely positive, assures Petra Kollmann. "Customers are looking for opportunities to differentiate themselves from the market in their communications. The Iridesse, in combination with Fiery is a huge step forward in this respect with its finishing options." The combination of printing and finishing in a digital printing system creates impressive wow effects in the production of short runs and personalised printed matter, which can now be presented economically for the customer. The option to incorporate white opens up new applications for the company in the printing of coloured papers or foils.

The Leoben-based company has relied on EFI Fiery DFEs right from the start to control its digital printing systems. They appreciate the professional range of functions which have been significantly expanded over the years, and the reliability of the solution. Universal Druckerei employs a total of 12 prepress operators who take care of the preparation of the print jobs, and take on some creative tasks. This concentrated know-how forms the basis for first-class quality in both printing worlds - offset and digital. "Our employees are professionals and make full use of the functionality of the Fiery Workflow Suite. This results in a high degree of automation on the one hand, and impressive quality on the other" emphasises Georg Kollmann.

Functions for greater efficiency

In this context, he highlights Fiery Color Profiler Suite which allows all colour profile creation and calibration to be precisely controlled in one colour management tool, thus ensuring precise and consistent print results. "Profile management helps us, for example, to achieve

Result:

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UNIVERSAL DRUCKEREI GMBH

the desired quality level quickly with recurring jobs and to handle spot colours," emphasises Georg Kollmann. Fiery Impose largely automates imposition based on PDF data, which, according to experience, allows jobs to be prepared for printing with minimal time expenditure. With Fiery Compose, comprehensive process chains can be set up that also contribute to increased efficiency in prepress.

The managing director also emphasises the basic user-friendliness of all Fiery software tools and assures that employees appreciate the sophisticated and consistent user interface. "The functions remain in place even after several updates, which makes operation and training easier." As the personalisation of printed matter is becoming increasingly important, the Austrian PSP appreciates the new Fiery FreeForm™ Create variable data printing software, with which the task can be implemented very intuitively.

In order to standardise job management in digital printing, Universal Druckerei has also installed the latest version of Fiery Command WorkStation. All digital printing systems from cutsheet to large format printers can be controlled via the consistent user interface, which makes it easier for employees to keep track of production peaks. "With almost 30 jobs per day and an average sales volume of €250 per job, it is relatively easy to calculate how quickly EFI's software solutions will pay for themselves," concludes Georg Kollmann, summing up his experience. "To keep up with the growing business volume, we can no longer stay in our current premises, we need to expand".

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