A regional print service provider uses Fiery digital technology to expand

With the installation of two Xerox Versant 3100, Kaindorfdruck has set the course for growth. They handle the entire workflow optimisation, colour management, and control of their digital print systems with two EFI™ Fiery® digital front ends (DFEs). The Fiery Command WorkStation® print job management interface – also from EFI – provides the necessary overview of the entire production, with Fiery Go for remote control of the printing process.

In life, things often turn out differently than you expect. That's certainly what Karl Scheiblhofer thinks when he takes a look at his print shop, where modern digital printing technology is at its best. About 18 years ago, the busy businessman in the Scheiblhofer store in Kaindorf, Austria, set up a copying and printing service. He started with two multifunctional Xerox DocuColor 3535 colour systems which, from the beginning, were controlled by EFI Fiery digital front ends. A family business for four generations, the store is now run by Karl, his wife and son; and combines a grocery store with a tobacconist, a lottery sales point, and Hermes parcel shop – making it a central point of activity in the town – and a lot of work for the family. Being able to oversee everything easily and efficiently is one area where technology truly makes a difference.

Online shop expands reach

Today, the company produces a wide range of products, from classic printed material to advertising media. As a regional print service provider with an urge to expand, the company quickly made a name for itself with its flexibility and reliability. In their early days, word soon spread about their ability to easily produce church and local journals as well as high school newspapers and wedding programs.

With the installation of an online shop – www.kaindorfdruck.at – they extended the reach of their services, and the print volume gradually increased. "Through the online shop we even receive

Challenge:

"The range of functions of our digital printing systems is absolutely in line with our current orders. Based on our many years of experience, however, we know that we need appropriate digital print servers to fully exploit the performance of the printing systems"

KARL SCHEIBLHOFER, OWNER
KAINDORFDRUCK

![kaindorf druck und Grafik logo]

Kaindorfdruck has been a family business for four generations in the small Austrian town of Kaindorf, the store is now run by Karl Scheiblhofer, his wife and son; and combines a grocery store with a tobacconists, a lottery sales point, and Hermes parcel shop – making it a central point of activity in the town – and a lot of work for the family. About 18 years ago, Karl set up a small copying and printing service. Today, the company produces a wide range of products, from classic printed material to advertising media. As a regional print service provider with an urge to expand, the company quickly made a name for itself with its flexibility and reliability. In their early days, word soon spread about their ability to easily produce church and local journals as well as high school newspapers and wedding programs.

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Karl Scheibelhofer uses Fiery Command WorkStation to manage jobs.

orders for high school newspapers from the Tyrol and Vorarlberg regions", explains Scheiblhofer about his expansion drive. In Kaindorf, they also use a wide-format toner printer to print posters up to A0 format, which enables very economical production of event posters. Two large-format inkjet printers round off the equipment and expand the range of products they offer for advertising media.

Further growth capacity

Kaindorfdruck now relies on two Versant 3100 presses from Xerox to cope with the constantly increasing print volume. One of the two colour print systems is equipped with a Plockmatic booklet maker, which allows the company to produce brochures and magazines with spine stitching in one pass. "The two Versant 3100s run up to 20 hours a day and, with the booklet maker, we can respond very quickly to enquiries for graduation or wedding photobooks," stresses the managing director. With these two systems, the company has also gained the capacity for further growth.

The two Versant 3100 machines print at a speed of 100 A4 pages per minute on material with weights of 52 to 350 g/m². Customers are not limited to plain paper, but can also print envelopes, bags, and banners with a length of 660 mm – as well as self-adhesive films

Solution:

"From the outset, we have relied on the extensive EFI expertise with Fiery DFEs, and especially appreciate the reliability, user friendliness, and the professional colour management."

KARL SCHEIBLHOFER, OWNER
KAINDORFDRUCK

EFI Fiery Platinum Partner, Stefan Petric, and the Scheibelhofer current and future generation.

for stickers and labels. The specification of the different substrates can be stored in the Fiery Paper Catalog, which facilitates a material change. Print quality is assured by a combination of 2400 x 2400 dpi resolution, 10-bit screening, and flexible fixing tape technology.

To manage all this advanced print technology, the family relies on a variety of EFI Fiery tools.

EFI Fiery DFEs maximise performance

"The range of functions of our digital printing systems is absolutely in line with our current orders. Based on our many years of experience, however, we know that we need appropriate digital print servers to fully exploit the performance of the printing systems. From the outset, we have relied on the extensive EFI expertise with Fiery DFEs, and especially appreciate the reliability, user friendliness, and the professional colour management," emphasises Karl Scheiblhofer.

Tight deadlines are no longer the exception today, but rather the rule, and put the flexibility of the Kaindorf team to the test again and again. "We have earned a reputation with our customers as a problem solver who always finds a way to complete orders on time", says Scheiblhofer. To do this, they need tools to get error-free data to the machine, and as quickly as possible. In addition to the powerful DFE system, EFI Fiery offers a wide range of solutions for workflow optimisation and colour management to help them do exactly that.

With error-free print data to the DFE

For preflighting, EFI Fiery DFEs use Pitstop technology which detects errors in documents and automatically repairs most of them. In addition, the Fiery Workflow Suite contains several tools for workflow optimisation. The company uses Fiery Impose to impose documents or to generate collective forms of business cards, postcards, and invitation cards. "Fiery Impose helps us to drastically shorten processing times, especially for large orders, by using stored

Result:
"Our employees really appreciate the intuitive user interface of the Fiery Command WorkStation, although I swear by the Fiery Go smartphone app. Go allows me to monitor and control production externally from my smartphone."

KARL SCHEIBLHOFER, OWNER KAINDORFDRUCK

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imposition layouts", notes Scheiblhofer. He points out a small, but very useful function that lets them export the cutting and creasing marks from the Fiery Impose system to finishing devices such as Duplo's DocuCutter to automatically prepare a job for finishing.

For more prepress efficiency, Kaindorfdruck frequently uses the Fiery Hot Folder function. This allows them to save all the right print settings and simply drag and drop the matching jobs on to the respective folder.

The Fiery professional colour management tools also increase image quality and colour consistency. "Many of our customers create their documents with Microsoft Office programs, and the Fiery image optimisation tools such as Image Enhance Visual Editor, deliver better results straight away", emphasises Karl Scheiblhofer. The integrated Fiery Color Profiler Suite also stands out. With the colour profiles, Kaindorfdruck is able to standardise colours on different papers.

They centrally perform order management and control the two Versant 3100s using the Fiery Command WorkStation. This provides employees with the necessary job overview to query and track the current status of orders. But Scheiblhofer himself used to monitor print production through cameras as he was often in different areas of the store. Now he observes, "our employees really appreciate the intuitive user interface of the Fiery Command WorkStation, although I swear by the Fiery Go smartphone app. Go allows me to monitor and control production externally from my smartphone." With Fiery Go, he has 24/7 access to production information in the palm of his hand, and can easily and remotely control issues like paper jams or system failures. He can also see when the job was finished.

The Austrian company has used the paper feeding capacity of the two 8000-sheet digital stitchers to the maximum. Scheiblhofer explains, "When the paper containers are full, I start the machine with the Fiery Go app and can then monitor the production progress remotely. These are the small tools that make life so much easier."

In the near future, Karl Scheiblhofer wants to connect the online shop directly with the Fiery workflow. With their Digital StoreFront®, EFI has the solution he needs, just waiting to be activated at Kaindorfdruck.

EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 0808 101 3484 (UK only) or +44 (0)1246 298000 (UK), or +61 (0) 7 3625 9200 (ANZ and Asia Pacific) for more information.