CASE STUDY

EFI Fiery drives a significant productivity boost for Copisteria Universale

Copisteria Universale was started in 1997 as a small store on via della Pergola, right in the heart of Florence. Since then, the company has been able to gradually open new stores around Florence. Copisteria Universale currently has six full-service stores, as well as three fully automated stores that don't need any staff. The company uses Ricoh, Canon and HP equipment, all EFI™ Fiery® Driven™ to provide a consistent workflow across small and large format printing. Located close to Florence's university campuses, its core business has always been printing degree dissertations.

For many years, Copisteria Universale was printing dissertations in every store then shipping them to the bindery for binding. This was an inefficient workflow, and for that reason, the company was seeking a way to make it more efficient and profitable. Plus, having two different workflows for small and large format work was cumbersome.

To consolidate small and large format workflows, Copisteria Universale implemented EFI Fiery XF digital front ends (DFEs) on its Canon and HP large format devices to ensure the same workflow as its cutsheet printing operation. Fiery Command WorkStation® offers a single point of interaction with all of the company's Fiery-Driven printers.

On the cutsheet printing side, Copisteria took advantage of the capabilities of EFI Fiery JobFlow to automate printing and binding of all dissertations in a centralized location. Each store simply sends final dissertation files via Fiery JobFlow to a Ricoh production printer for printing and in-line binding.

Productivity in both operations has been increased in many different ways. "By using the same workflow for both small and large format printing, and with the ease use of Command WorkStation, once installed, all computers connect directly to Command WorkStation, not directly to a print engine," said Sascha Rossi, Owner of Copiteria Universale.

In addition, dissertations are all sent electronically to a centralized Fiery-Driven Ricoh pro C9200 with inline finishing using Fiery JobFlow to automate the process.

CHALLENGE

Having two different workflows for small and large format work was cumbersome

Copisteria Universale is a commercial printer founded in 1997 as a small store on via della Pergola, right in the heart of Florence. The company runs its business with transparency and structured process. Located close to Florence's university campuses, its core business has always been printing degree dissertations.

https://www.copisteriauniversale.it/
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Florence. Copisteria Universale currently has six full-service stores, as well as three fully automated stores that don't need any staff. The company uses Ricoh, Canon and HP equipment, all EFI Fiery Driven to provide a consistent workflow across small and large format printing.

This process efficiently and accurately produces printed, bound dissertations, consolidating all dissertation printing in one location, freeing other locations to handle other types of work, a significant productivity boost for the business.

Smooth Dissertation Workflow

After many years of trying to achieve the smoothest workflow possible for printing and binding dissertations, we discovered that, instead of printing the paper copies

SOLUTION

"We could establish a centralized printing and binding facility, sending digital copies from each of our stores using EFI Command WorkStation and EFI Fiery JobFlow."
SASCHA ROSSI, OWNER

in every store and then sending them to the bindery to get bound, we could establish a centralized printing and binding facility, sending digital copies from each of our stores using Command WorkStation and Fiery JobFlow," said Rossi.

Rossi points out that not only is transporting paper copies around Florence is time-consuming, but these paper copies can easily be damaged in transit. "By producing all our dissertation work on our Ricoh pro C9200 printer with in-line binding, we not only eliminate potential damage to printed copies but also significantly speed up the process." The centralized facility produces as much work as a single shop, all of which is controlled via Fiery Command WorkStation.

Once files are sent, JobFlow does the rest of the work – preflighting files, distinguishing black & white pages from color pages, and otherwise preparing the files for printing and binding. Rossi adds, "Without any extra work processes, every store can simply send the print proof to the queue, which I can manage from one centralized point in Command WorkStation. Then all that's left for me to do is click a button and, as if by magic, the dissertation will be printed and bound.

Wide Format Wizardry

Rossi also leverages the capabilities of EFI Fiery in his wide format operation. He comments, "My key requirement has always been to be able to easily take what I can see on the computer screen and accurately replicate it at the printer. This is where challenges sometimes occur. Because, while I can upgrade the printers, the computer available where I work is not always fast enough to provide the pace of printing I need."

In looking to solve this challenge, Rossi discovered he could use Fiery XF DFEs with all of his wide format printers. "This offered me not just one benefit, but two," says Rossi. "First, it uses the same workflow as the small-format printing. So, whether I needed to print one book or 30 posters, I can follow the same process. Secondly, it resolves the root problem of having to install software on every computer. Since the Command WorkStation program is free to download, all I need is to install it on any computer — anywhere in any of our print center stores — instead of needing to dedicate computers in each store as a print server." Using this workflow also means that the hard work of processing files for printing is offloaded to the Fiery DFEs, also eliminating the need to continually upgrade computing workstations across the network.

RESULT

"Now I – and all my store managers – can do this ourselves. This is another savings in time and money!"
SASCHA ROSSI, OWNER
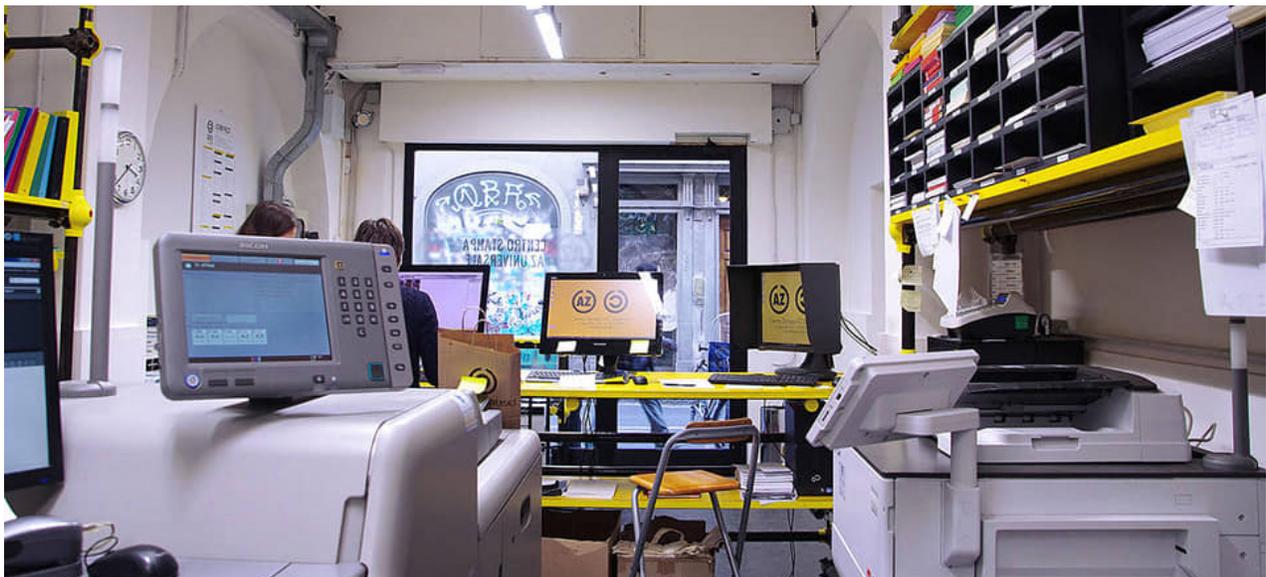
Vibrant Colors Easy to Achieve

Another advantage Rossi discovered with his new Fiery-Driven workflow, in addition to having a unified workflow across all printing devices, is the ability to reliably achieve depth and vibrancy of color, especially with Fiery XF driving large format equipment, where outstanding color is extremely important to the customer. "Once I have manually calibrated the media, the color comes out perfectly the first time", says Rossi. "And we were able to make an important step forward – previously, if I needed to calibrate a new media type, I used to have to call a technician. Now I – and all my store managers – can do this ourselves. This is another savings in time and money!

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