Simplifying a Complex Workflow

With a fleet of digital printing presses—40% of all jobs are now printed digitally—Fynske Medier needed a digital front end (DFE) that could integrate seamlessly into the existing MIS and workflow system from Heidelberg. Their first choice was an EFI™ Fiery® DFE. They looked at other alternatives, but found that they didn't offer the speed and efficiency Fynske needed. With a powerful client-server solution, the Fiery server proved to be the best solution. "The integration between the Heidelberg Prinect workflow system and the Fiery server is really seamless. We prepare all jobs in Prinect, and the printer queues — including paper choices — show up directly in the Prinect Print Manager," says Brian T. Hansen, Fynske Medier project manager.

Because Fynske Medier's offerings span the full range of communications media, it has an array of equally diverse customers — from individual publication subscribers to business-to-business media and print buyers. As a result, the company has a sales force that is thoroughly trained in selling true cross-media solutions and services, giving them a unique position in the region.

Fynske Medier's strength in IT brings many benefits to the group. This includes a clear vision on what to look for when they evaluate workflow solutions and digital front ends for their digital presses and large-format printers.

"We continue to expand our use of the web-to-print system, and thanks to the true JDF and JMF integration made possible with the Fiery DFE, we can reduce manual work to a minimum, and automate and streamline the production process to a very high degree. In terms of color management, we perform base linearization and calibration in the Fiery Command WorkStation®, but preflight and job setup is done in the Heidelberg Prinect Digital Print Manager," says Hansen.

"The challenge for us is to manage all of the print jobs from a single user interface, maintaining high efficiency and throughput."

BRIAN T. HANSEN, PROJECT MANAGER
FYNSKE MEDIER

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FYNSKE medier

With a history that dates back to the newspaper Fyns Stiftstidene, founded in 1772, Fynske Medier has evolved into a media empire comprising two daily newspapers, 13 weeklies, two radio stations, ad directories, map services, video production services, and most recently, smartphone app development.

In fact, the IT department has grown to the stage where Fynske Medier actually sells software solutions to other publishers, such as custom-made digital asset management (DAM) systems and a suite of publishing apps. The company's printing portfolio includes offset and digital print as well as large-format production.

Fynske Medier
Odense, Denmark

www.fynskemedier.dk

"We now have a much bigger throughput of jobs than before, which we manage with the same number of staff, or even slightly fewer than before," adds Hansen.

Expanding to Large Format

One of the company's latest expansions is in large-format production. The aim is to reduce the number of different RIPs for various devices, including large format. The EFI Fiery XF is a strong candidate for the growing fleet of printers.

"As far as I can see, the user interface in Fiery XF is similar to that of Fiery Command WorkStation, and the features and functionalities seem to meet our needs well," says Hansen. "But, as with the other print production, we will use the Prinect workflow for job preparation and setup. We often split jobs between offset and digital, and it's critical to maintain color accuracy between the different printing

Solution:

"The EFI Fiery server allows us to integrate the digital presses to our existing Heidelberg MIS and workflow system."

BRIAN T. HANSEN, PROJECT MANAGER
FYNSKE MEDIER

The sales department at Fynske Medier, seen in the background here, is trained in selling cross-media production and services.

Hansen can supervise and interact with the print production workflow remotely, and see all job queues and device settings, including that of the Fiery DFEs, through the Prinect Print Manager.

methods. We aim at keeping the color deviation under 3 Delta E across printing devices, as long as the paper is of a similar type." This tight quality control means that Fynske Medier can also offer proofs made on the digital presses, both in-house and remotely.

What will the future will bring?

With a media group covering such a wide array of services and offerings, this is a difficult question to answer. Yet Hansen offers his perspective: "We will continue to develop our web-to-print solutions and see if we can automate and streamline the workflow even further. We have the tools for it I'm sure — a good IT structure, a true client-server solution, plus JDF and JMF connectivity. But there is always room for improvement, and we will continue to fine-tune the processes. Another area that could be expanded is variable data printing. For now this only takes up a small percentage of our print production, and could grow much more".

Results:

"We now have a much higher throughput of jobs than before, which we manage with the same number of staff, or even slightly fewer than before."

BRIAN T. HANSEN,
PROJECT MANAGER
FYNSKE MEDIER

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