Xerox Versant 2100 and EFI Fiery Server: the perfect combination

To meet their growing needs Digitaldruck Pirrot GmbH managing directors, Björn Frey and Christian Weirich, took the advice of Micheal Soeth, sales manager of X-PS Frankfurt GmbH, and purchased the new Xerox Versant 2100 press. They also chose the Xerox EX-P 2100 Print Server Powered by Fiery®. As a result, Pirrot has a faster, more flexible and easier-to-use system.
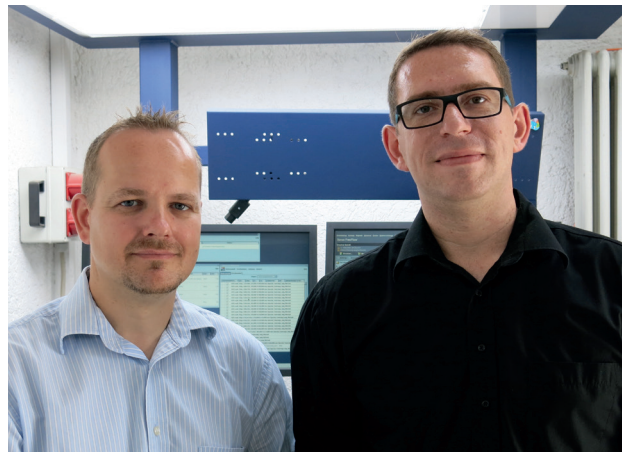
Initially established as a copy shop over 25 years ago, Digitaldruck Pirrot has evolved into a digital print provider offering everything from flyers, brochures, manuals, books through to direct mail. Frey and Weirich work alongside their 15 employees in Saarbrücken, Germany.

The company uses the high-speed Xerox iGen4 EXP driven by the Xerox FreeFlow print server for high-quality colour printing. But when they added the Xerox Versant 2100 press, instead of Xerox FreeFlow Print Server, Weirich chose the Xerox EX-P 2100 Print Server, which was jointly developed by Xerox and EFI™.

Fiery gets the most out of the Versant 2100

Depending on the job requirements, files are sent via FreeFlow workflow software to the iGen or the Fiery Print Server to the Versant 2100. "You can clearly see that Xerox and EFI have gone to great lengths to develop the Fiery in such a way that makes it the perfect companion for the Versant to get the best from this machine," said Weirich after just three months' experience.

According to Weirich the main benefits are ease of use, high speed, fast colour profiling, reliable file processing and the ability to enhance images. He elaborates:

Challenge:

To meet demands of growth, Digitaldruck Pirrot needed to increase digital colour printing capacity.

Digitaldruck Pirrot GmbH
www.pirrot.de

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Digitaldruck Pirrot is a full-service print provider located in Saarbrücken, the capital city of the German state, Dudweiler. With a focus on complete customer satisfaction, the company produces a wide variety of digital and offset projects. These include books, brochures, posters, banners, flags. Digital Pirrot also provides fulfilment and mailing services.

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"The queue on the Command WorkStation® is clearer and much easier to use. Our employees were already familiar with this software from our previous colour copiers with integrated Fiery DFEs (digital front ends), so the learning curve was extremely short.
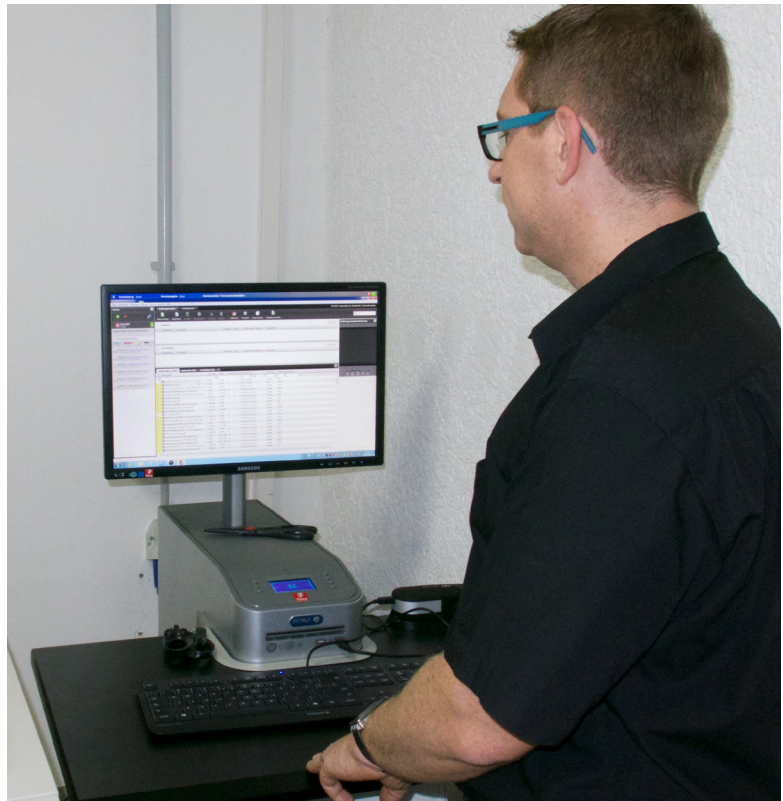
"As soon as a job begins to RIP, the press starts running while RIPping continues. The bitmap files are stored so after proof printing, the job doesn't need to be re-RIPped.

"The built-in Full Width Array photo inline sensor enables rapid profiling of new papers as well as regular review of standard papers.

"The Fiery DFE renders colour spaces and transparencies in any combination with the same precision. Incorrect PostScript proofs on the iGen are simply re-RIPped on the Fiery DFE and reprinted on the Versant without any errors.

Solution:

To supplement their existing digital printing capacity, Digitaldruck Pirrot chose the new Xerox Versant 2100 Press driven by the Xerox EX-P 2100 Print Server Powered by Fiery.

Fiery Command WorkStation is easy to use.

The Versant 2100 Press.

"The new integrated version of Fiery Image Enhance Visual Editor, which offers on-the-fly correction for individual images, lets you enhance image sharpness, smooth skin tones and optimise natural colours in photos without having to go back to the original image."

Weirich also appreciates how "open" the Fiery is. The Fiery server is the only JDF-certified DFE. This means it provides the best interoperability with many third-party solutions such as Kodak Prinergy, Agfa Apogee and Heidelberg Prinect and with EFI Web-to-Print and Print MIS solutions, such as EFI Digital StoreFront®, PrintSmith™ Vision and Pace™. Plus the Fiery DFE has a built-in variable data tool, Fiery FreeForm, to provide personalisation capability.

"More and more, our customers require increasingly detailed jobs, which constantly intensifies the pressure on prices," says Frey. "That's why it is all the more important that we not only have good equipment and advisers, but that we also get from them solutions that will strengthen our performance amongst the competition."

Results:

According to Weirich, the main benefits are ease of use, high speed, fast colour profiling, reliable RIPping and the ability to enhance images.

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