

# Super 2008 DRUPA

We joined with a small delegation of digital and conventional printers for our visit to **DRUPA** at the beginning of June. Three full days just were not enough to see all the developments. We had no time at all to enjoy the fantastic facilities at our Aachen hotel but we, indeed, had a very fruitful **DRUPA**. Our main reason for attending was to gauge the market for developments in the digital world, both software and hardware.

Bernd Zipper, President of Zipcon, gave a talk at the Innovations Hall Stage and referred to web to print as a mega-trend. This is, of course, our space and we were tremendously encouraged to see so many suppliers entering the web to print market. Having good software products is one thing but knowing how to implement them is something else. That is where, we trust, we score with ten years of finding out what is practical and what will be used, as against the many theoretical models that were being promoted at **DRUPA**.

We were also quite astonished and further encouraged to find that even the very big web to print software houses did not have all the solutions that we had on tap or could readily provide.

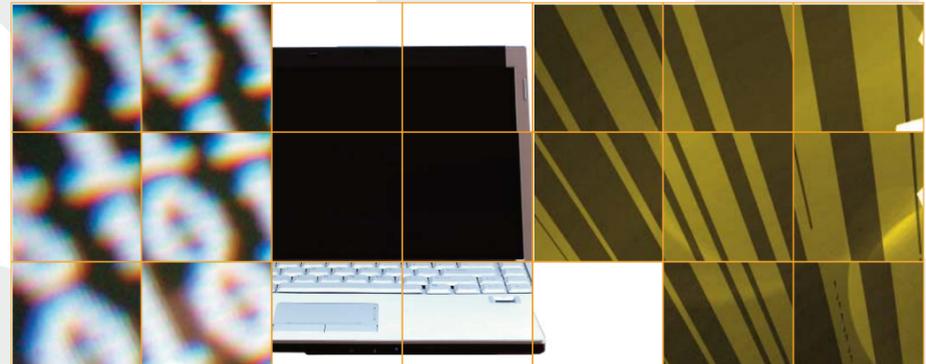
On the equipment side there were digital presses by the score. One that particularly impressed us was a digital spot varnishing system. This will not be available until the end of next year but can not only spot varnish without plates but variable data can be incorporated!

“web to print is the new mega trend”



# EVOLVED IN PRINT

Print Evolved's Technical and Marketing Bulletin



## “Web to Print - the new mega trend”



*Bernd Zipper, Author & President Zipcon Consulting, at Drupa 2008*



### The Technological Fit

No longer a disparate series of components but a means of full integration. See how Print Evolved are leading the pack with brand new components designed to seamlessly integrate and provide you with a second-to-none web to print service.

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CLOSE UP CLOSE UP

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## Close up Iain Andrews - Litho Operator

This edition of Evolved in Print will have informed you of our investment into in-house litho production. To run this new service, we have taken on Iain Andrews as the newest member of the Print Evolved team.

Iain was born in Zambia, but barely remembers that experience and soon found himself toddling around Melbourne in miniature dungarees aged 18 months.

At over 6 foot by thirteen years old, he fled the low ceiling fans of suburban Melbourne and headed to outer Victoria, where there was more space.

Aged 17 Iain took his first job as a machine minder for a litho printing company in Queensland, and exactly 20 years on, he finds himself in a similar role, albeit on the other side of the globe.

Iain has lived in the UK for 6 years, and has been happily married to Fiona for the last four. Their fairy-tale wedding took place in Venice, with family members present who, in some cases had travelled half way round the world to be there. Whilst Iain and Fiona were delighted to have them present on the big day, they were less enthusiastic on them all coming along for the honeymoon in New York. How quickly a fairy tale can become a nightmare.



Iain's favourite Band, Guns and Roses, favourite Sport, Aussie Rules Football and Favourite film Point Break. You would be forgiven for thinking he is allergic to long-sleeved shirts.

Normally we would like to take the Mickey out of him for this, but quite frankly as a qualified P/T instructor and weight training aficionado, it might not be a wise move...



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A big thank you to all our IPIA member customers who voted us 'Best Associate'



One of the award attributes was 'going the extra mile.' Indeed we do pride ourselves on our flexibility and customer satisfaction. Our zealous staff have been encouraged by this award, and work towards further improving our working practice.

At the excellent (not just because we won the award!) IPIA conference we learnt much about customer service but Nick Holt of PSL remarked that good customers should also thank their suppliers when they do go the extra mile. Great service may be expected but Nick pointed out that these days long term partnerships are what counts and these are reinforced with an occasional few words of praise for doing a good job. So we have all accepted the award as tangible measure of praise and we are all determined to maintain our standards.

And talking of standards we find that most customers are now keen to know what standards their suppliers are adopting when it comes to environmental policies. We have always been aware of these issues as, having been in the industry for many years, know how bad printers used to be at minimising waste and environmental damage. But we now meet most concerns because everyone in the supply channel is becoming aware of the issues.

Rest assured that we won't let you down on any tenders you prepare. Our digital process uses vegetable inks, standard paper is Fedrigoni's Freelifa FSC range and our Visiboxes are made of biodegradable polypropylene and can be reused.

We have prepared documents relating to environmental issues and should you have to explain your suppliers green credentials we will be only too happy to go the extra mile in backing up your own policy.

Regards

Ivor Jacobs, Managing Director

# @ the cutting edge

## MyPopUpWorld



Historically the creation of stand alone or adhesive cutouts, for trade shows and in store point of sale, has been a lengthy process. With this new tool however an end user can upload their picture, cut it out and order, there and then.

With this new technology at their finger tips mypopupworld.com intends taking the point of sale world by storm.

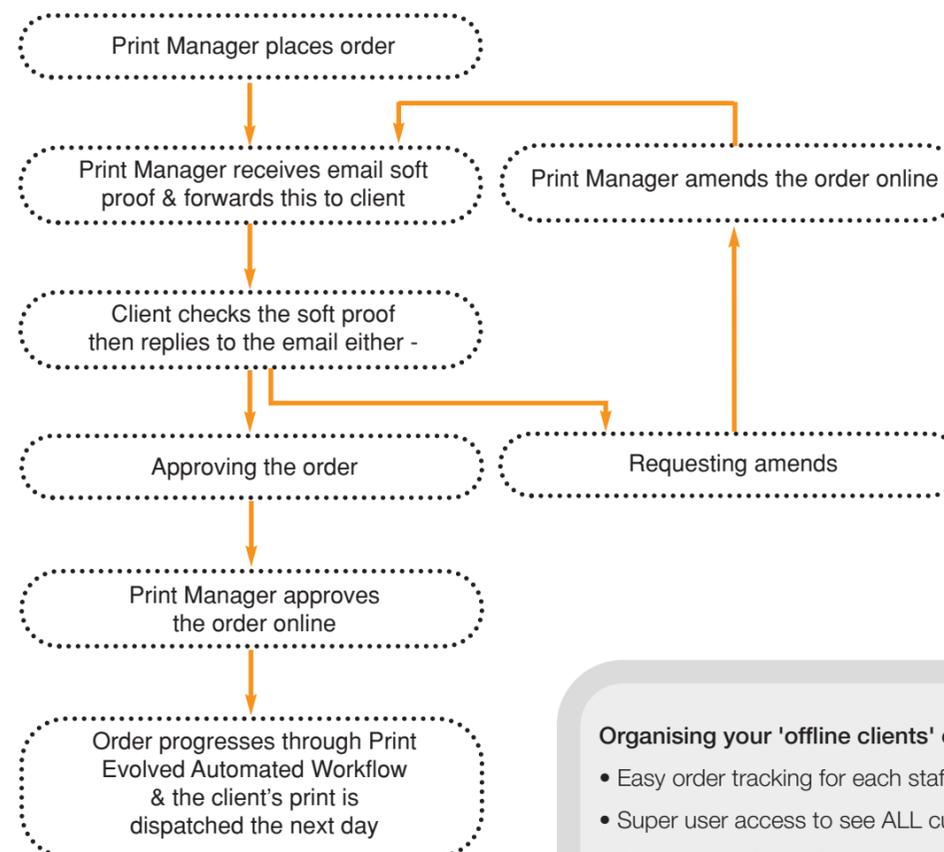
If you are interested in reselling this kind of product please contact us for a demonstration.

**5** The pop-up is a lifesize cardboard cut out shape that is sent to the customer in a pizza style box and as soon as it is opened it 'springs' into life! An amazing product made possible by an amazing technology!

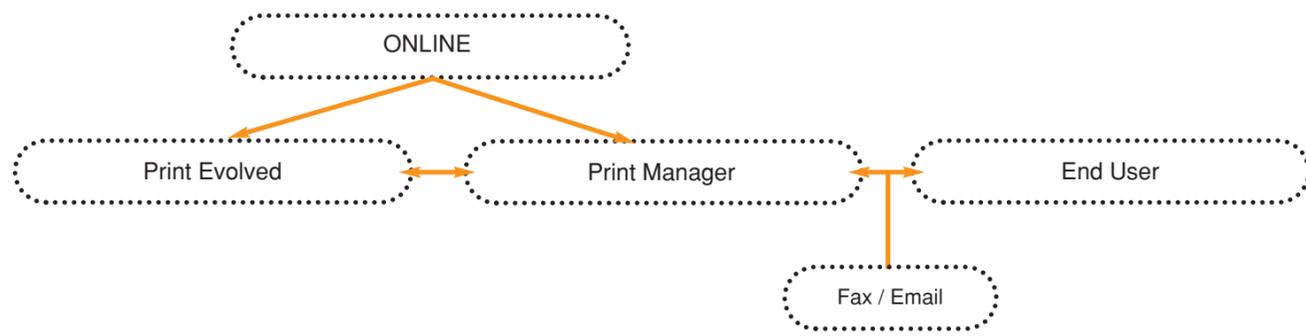
## Using the Web to Streamline Offline Orders

As time goes on it is becoming easier to convince clients to order their print online. A reluctant few however still cling to the fax and email routines of old. To streamline this process many of our customers use the the Print Evolved system to help manage the proof and order cycle. By using the Enterprise Edition a print manager

can set up a user account for each of their staff. Each user can then log in and place orders on behalf of any of their customers. Their orders are then automatically dropped into a personal approval queue allowing them to be tracked from a single, easy to use, order management screen.



- Organising your 'offline clients' online has many advantages:**
- Easy order tracking for each staff member
  - Super user access to see ALL currently pending orders
  - Automatic soft proof and order breakdown email
  - Seamless link to Print Evolved's automated production
  - Order history with reorder feature
  - Reports downloadable as CSV



### Flexibility

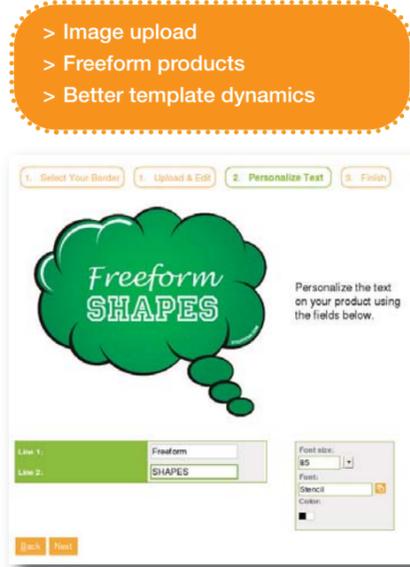
The most exciting feature now available, is undoubtedly the ability to upload your own images. Once uploaded they can be flipped, sharpened and cropped for use within your templates. This new ability adds a new lease of life to any marketing literature and we have already seen many innovative products used across a wide range market sectors.

### In Short...

In summary we believe that the new interface enables you to add significant value to your clients. Not only will it reduce costs, enhance productivity and MIS efficiency but it will also empower you with a

You can now take your product ideas even further with our freeform mode and improved template dynamics. In freeform mode your product visual is borderless and unconstrained allowing you to personalise irregular shaped products, whilst they blend in seamlessly with the web page. Die-cut literature, CD labels and T-shirts are but a few of the possibilities in this visual mode.

substantial set of new tools, allowing you to break into new markets and product areas. Please feel free to contact us if you would like to discuss this new development and how it can benefit you.



- > Image upload
- > Freeform products
- > Better template dynamics

## NEWS FROM PRINT EVOLVED'S PRINTING DIVISION A Smooth Integration



With the preponderance of digital and with almost every litho printer getting into digital there is still a great market for litho printing. Since we added our litho facilities just a few months ago, we are already seeing our investment benefit many customers. This article is intended to inform you about our new litho facilities and how they can help you.

Our machinery is two colour blanket to blanket. This is an excellent system for producing work requiring spot colours but not solids. By far the majority of work that we produce is business stationery - letterheadings, compliments slips and business

cards. Thus using a common blanket is fast to set up and saves space and materials.

“Now we have litho and digital so we can accommodate all our customers”

Our platemaking is a new type of computer to plate system. It uses ribbons to apply the image area to the plate. There is not only a speed and cost benefit but also the plate quality is superb as there is no chance of picking up residual toner speckles that are inherent in the laser based CTP systems. These plates and the inks and chemicals we use are the nearest we can currently get to ecological soundness.

We are, of course, highly enthusiastic about digital and there is no way that small offset litho presses can achieve the solids and colour range of our seven colour Indigo Press. But litho

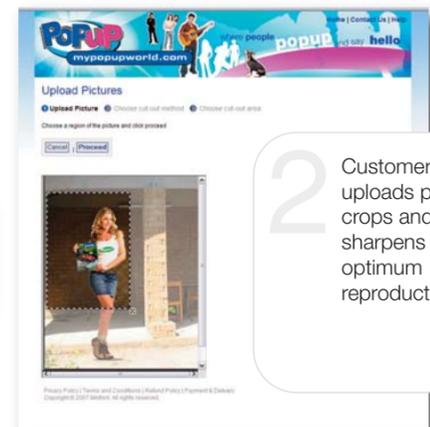
can hold its head high as it is able to print spot colours, metallic, on a variety of materials, for post use in laser printers and cost effective for long runs.

The most profitable work for both our customer and ourselves is where it is web based. That is, customers design and order online using the Print Evolved system with business cards being printed on the Indigo and headings and comps slips litho. We do though have one client who insists on all their own work being printed litho, including their cards. We are now able to accommodate these requirements even though we haven't been able to persuade this customer of the benefits of digital!

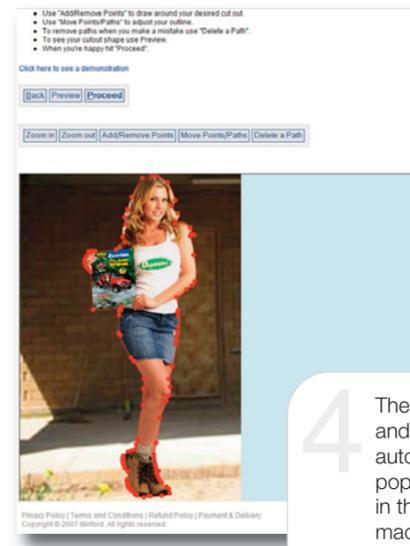


1 Customer enters site and chooses the size and type of pop-up required

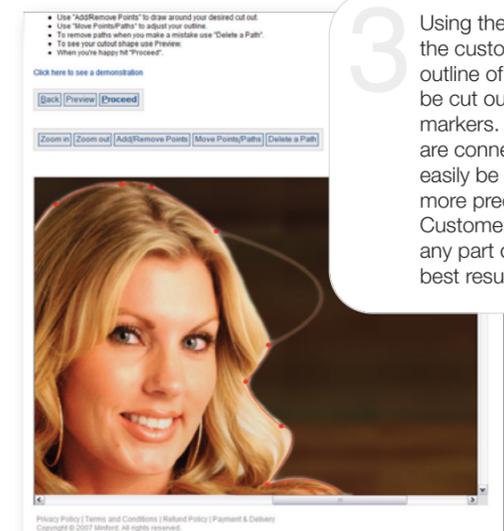
It has been noted before but this time we are quite literally at the cutting edge of online print. In a collaborative effort between ourselves and mypopupworld.com we have created the web's first online image upload and cutout creation tool.



2 Customer uploads picture, crops and sharpens it for optimum reproduction



4 The final cut out is adopted and is ordered. The factory automatically receives the pop-up files and instructions in their print queue. Their machinery, that prints out and cuts at the same time, is controlled by the site



3 Using the lasso feature the customer traces the outline of the shape to be cut out using markers. Thus the dots are connected. They can easily be moved for a more precise fit. Customer can zoom into any part of the picture for best results!

# Print Evolved has a New Interface

## - One Size Fits All!

Since the development of the new interface we have had nothing but encouraging feedback from our customers. Many have switched their existing clients over to harness it's enhanced features and ease of use.

To give you an idea of how the new interface can provide these advantages, we thought it best to explain in full the new features and enhancements it provides.

### Compatibility

It is almost impossible to know exactly how your clients PCs are going to be set up. Our key driving factor for developing this ordering interface was one size fits all. Whether you customer is running Microsoft Windows, Apple Macintosh or even Linux our interface is fully compatible. To ensure 100% accessibility for your online services we have tested on each of these platforms and in each of the major web browsers currently on the market.

Certain companies, typically legal or financial, tend to have necessarily strict I.T. policies, often disallowing the use of Java within their networks. With this in mind, we have added a feature that automatically swaps the java applet with a simple image based preview, where Java is not present.

### Branding & Style

We have always provided complete anonymity to Print Evolved's customers, ensuring transparent use of the system without the ISL brand ever being visible to their clients. Taking this a step further the new interface can be completely customised visually. This allows you to give the end user a seamless transition from your site into the ISL system, maintaining your brand identity throughout.

Those of you that are familiar with the image swapping capabilities of our system will undoubtedly be familiar with the 'Floating Palette'. This ordering interface uses a pop-up window to display the main order editor. Unfortunately on some machines pop-up windows can be blocked by a variety of pop-up blocking application, such as the Google Search Bar. To get around this potential issue the new interface now offers image swapping without the need for pop-ups.

The improved compatibility of this new software ensures easy roll-outs to your clients, without having to concern yourselves with their I.T. constraints.



Doing this not only reasserts your brand but also assures the end user that they are within the same system throughout their experience.

For any users of the Enterprise Edition the ordering screens can now be embedded perfectly, giving clients access to all Enterprise features throughout the ordering process.

### Benefits

- > A reduction in training and support costs
- > Increased ordering throughput
- > Streamlined MIS between print managers and their clients
- > Ability to break into new market areas with new more innovative products

- > Works under Windows, Apple Mac and Linux
- > Works in Internet Explorer, Firefox, Safari and Opera
- > Works with or without Java
- > No pop-up windows



- > Optimise your brand assertion
- > Enhance user confidence
- > Create freestyle layouts
- > 100% integration with the Enterprise Edition

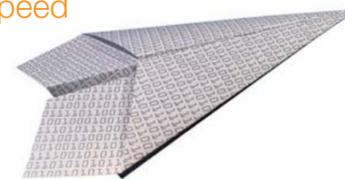
### Usability

This latest incarnation of our ordering application is the culmination of all our features from our interfaces. Its look has been fine tuned to ensure maximum user friendliness by minimising clutter and adding context sensitive help wherever necessary e.g. current field highlighting both in the entry form and on the product visual itself.

International customers can benefit from the addition of the Character Palette feature which displays a clickable list of the most common European letters, allowing them to be easily added to text fields.

The latest version of our product visual allows you to select fields by simply clicking on the visual itself. Doing so automatically activates the desired field ready for input. This is an excellent boon for large and complex templates.

### Speed



By rewriting from scratch, using the latest Web 2.0 technologies, we have succeeded in making the new interface significantly more responsive. By reducing loading and update times customers have noticed a substantial increase in ordering productivity.

### MIS Integration

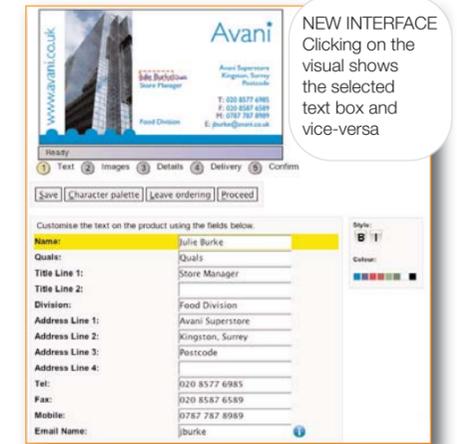
Often clients require additional information to be tagged onto their orders, to enable better tracking within their own MIS systems, a typical example of this being cost centre codes. Using a combination of the Enterprise Edition and the new interface you can now add any

We have added address book functionality. Address details can be saved as personal or shared entries, giving you fine grained control over what individual users see.

Order confirmation emails can now be made obligatory, by combining the new interface with the Enterprise edition. By simply filling in the email field in the user administration section, a guaranteed order receipt will be sent with each and every order.

The final stage of ordering, the order summary, has also been greatly improved. The new summary screen now lists the details in clearly defined sections. Links are provided next to each section allowing you to jump effortlessly to the relevant ordering stage should edits be required.

- > One unified interface for ALL needs
- > Clean & concise interface
- > Context highlighting
- > Foreign character palette
- > Direct visual interaction
- > Address book integration
- > Enhanced email notification
- > Improved order summary



One of the unique selling points of the system has always been the responsiveness of its product visuals. Historically you would tab through your text fields and your product visual would update. Taking that a stage further, you can now see your updates instantly as you type, this is incredibly useful when trying to gauge how much text will fit on a line.

- > Faster load time
- > Highly responsive
- > Instant product visual updates

- > Customisable administration fields

