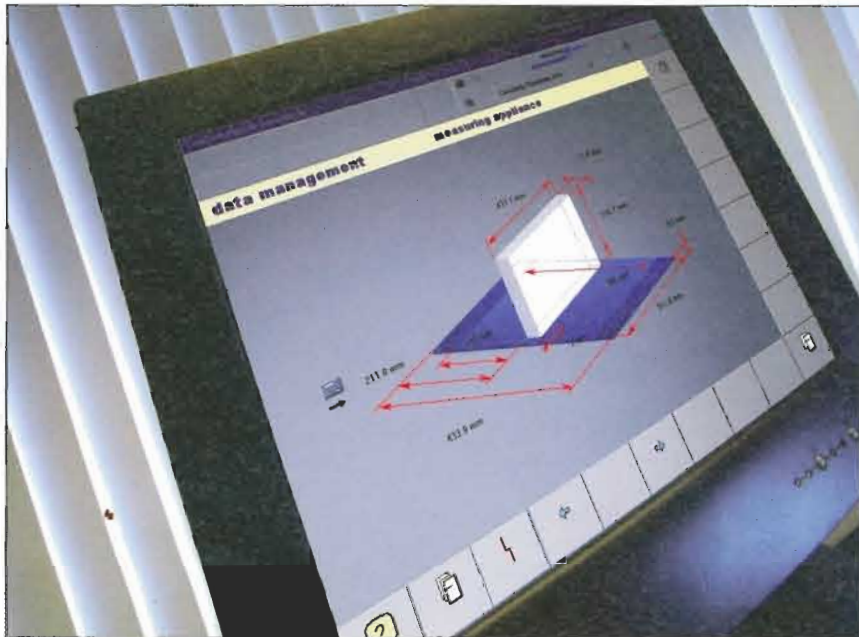


# Printing NEWS

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## Special Report—Workflow

### JDF and JMF Are the Way To Go To Optimize Workflow in the Bindery



Production settings can be digitally transferred utilizing Job Definition Format (JDF) technology, streamlining and speeding the exchange of specifications and other information needed to begin a binding project and bring it to its successful completion.

By Roger Bilodeau

During the past year and a half, the subject of workflow has been on everyone's lips in the binding industry. However, workflow is not a new invention that just recently became a prominent buzzword. The need to handle daily work in an orderly and timely manner has been around for as long as anybody can remember.

The key, when it comes to the binding industry, is to incorporate the best utilization of digital workflow solutions that will enable bookbinderies and other print finishing businesses to raise their levels of productivity by merging today's data exchange technologies into their work processes.

The fact is, when an order arrives at a bindery, it has already gone through a long and complex working life. At that point in time, the products have been printed and have a very high value. It is a binder's job to ensure that everything from then on is completed optimally, keeping in mind today's increasing demands of quality, expense, and turnaround time. This means that every processing step in the binding phase of the order must be carried out error-free, cost effectively, and as quickly as possible.

Companies in all industries have been utilizing the speed and accuracy of networking in virtually every aspect of their businesses for many years. It makes sense therefore, that data can be generated directly from the *continued on page 4*

### What Print Buyers Are Saying

By C. Clint Bolte

The fourth annual Print Oasis conference for print buying and specifying professionals had more than 700 attendees present May 22-25, at the Hyatt Regency in Chicago. Sponsored by Print Buyers Online, this is the only nationwide conclave for the printing industry's clients.

Suzanne Morgan, president of the Print Buyers Online e-community, spoke on the trends in print buying as reported from a recent survey involving 265 print buyers. With a five-to-one leverage (increase versus decrease), half of the respondents expect print purchases to increase in the next six months. Fourteen percent of the firms have bought less than 5 percent of their total print requirements from overseas. Most of

these were experimenting with the global sourcing opportunity. When asked to describe the most effective buying practice for their companies, a whopping 77 percent reported "establishing partnerships with a core group of print suppliers." Ms. Morgan remarked that the most significant trend indicated from this survey was that 47 percent of print buyers reported consolidating their print procurement among fewer print suppliers.

The emergence of a new association for print buyers debuted at Print Oasis. Print Communications Professionals International (PCPI) is created by and expands the services of Print Buyers Online.com by offering education, resources, *continued on page 8*

### Looking for the Union Label?

By Leela Moore

When E.R. Spada brought the Graphics Communications International Union, Local 259 into Digital Page of Albany, N.Y., the union representatives were chagrined. Mr. Spada was already paying his people above union wages with better benefits. Since he needed every member of his 27-person staff to agree to join under the five-year contract with the union, he offered to pay the employee dues as well.



Digital Page wanted the Union label so that the firm could go after businesses that only deal with union shops. In the first two weeks of February alone, Digital Page picked up \$100,000 in work for a disability insurer, because of *continued on page 7*

Digital Page printed a variable imaging job for university student recruitment—different names, different pictures, same layout.

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Read all about what *Printing News* has heard this week regarding area firms.

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Columnist Eve Asbury encourages production managers to give credence to creatives.

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In this new weekly feature, *Printing News* tracks the stock prices of a select group of leading printing industry firms. All figures are opening prices for June 14.

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PERIODICALS POSTAGE



## Workflow

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working processes in prepress and printing operations, as well as from general business processes, and then used for finishing purposes.

### On the Job

The dilemma is, although prepress and press operations have already been extensively networked, the postpress sector still needs to catch up. The solution is simple: Optimize processes through the implementation of advanced, but easy-to-use, digital workflow technologies. Specifically, there are two standards that have been developed for fast, efficient data exchange in graphic arts operations: Job Definition Format (JDF)

and Job Messaging Format (JMF).

CIP4 (The International Cooperation of the Integration of Processes in Prepress, Press and Postpress) is the global consortium that oversees the implementation and utilization of digital processes in printing and finishing operations. CIP4 defines and expands the JDF/JMF-standard with which all the processes in the graphics industry can be networked. JDF is XML-based, utilizing partial solutions already in existence, such as Print Production Format (PPF) from CIP3 and Portable Job Ticket Format (PJTF) from Adobe.

Nearly all of the leading print finishing machines engineered today are JDF-compatible, including a standard interface that allows direct interactive communications between a bindery's

management information system (MIS) and its print finishing system. The data that is exchanged includes important parameters such as order status, machine status, overall production speed, and current gross and net quantities.

A number of firms in the graphics arts industry have already successfully integrated digital workflow into their finishing operations by utilizing the power and versatility of JDF and JMF data exchange technologies.

JDF is basically comparable to the job files of old, with one major exception—they are digital instead of paper based. Simply stated, the format includes all of the electronic data relevant for the smooth production of a given job. The main advantage is that the complete order cycle, from the first creative idea to the finished end product, is documented. Another essential advantage is that because JDF offers complete compatibility, data can be exchanged through an appropriate interface among all the systems involved, creating a totally digitized solution that routes information faster and with more accuracy than could ever be possible with old-fashioned paper job files.

### Getting JDF Ready

For end-to-end efficiency, a system containing compatible equipment may include, for instance, a perfect binding machine, along with a face-cut trimmer, and a three-knife trimmer, each JDF ready.

To maximize flexibility and increase the rate and amount of data exchanged, individual components in a system can be networked with a central MIS at the bindery via open JDF and JMF standard interfaces and ethernet connections.

Furthermore, in JDF terms, a finishing line represents a single device and therefore, the components can also be networked with one another to provide even more efficiency. It is necessary to

mention that it is not just big industrial operations that can benefit from the JDF/JMF standard. Smaller binding companies also can achieve noticeable gains in efficiencies by digitizing workflow and optimizing data exchange capabilities. They can substantially improve their overall productivity and profit potential.

Make-ready and set-up times are significantly shortened because production specifications and other parameters do not have to be entered again. This is particularly important in short-run binding jobs where frequent changeovers are needed.

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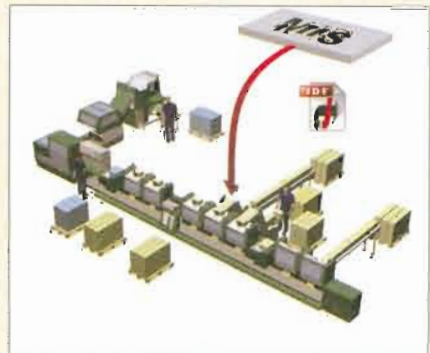
## The Very Beginning Is A Very Good Place To Start

If print jobs are completed quickly and correctly the first time, happy customers will return with more work. An efficient print workflow is the foundation of a thriving print business. Fast and accurate print runs begin with error-free files.

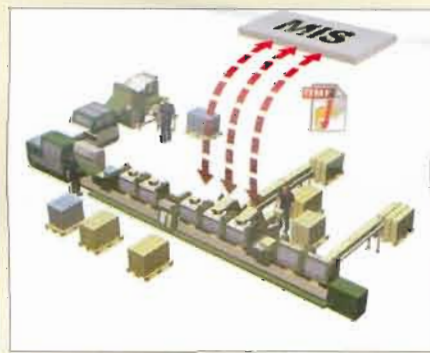
Many successful print service providers help customers prepare files the right way before they arrive at a shop, which prevents slowdowns in the printing process and saves everyone time and money. Additionally, files that have been prepared with JDF can help produce higher quality print output and tie projects to billing systems, shipping, job reporting, future estimating, materials ordering, and more. Here are two tools you and your customers can use to help guarantee that files are prepared properly and create the most efficient print workflow possible:

New features in Adobe Acrobat 7.0 Professional ensure that PDF files are ready to print properly. These include an expanded output preview, which makes it easier to preview color separations, convert and soft-proof colors, identify rich black areas, and measure ink coverage. Also, now your customers can create JDF files within the newest version of Acrobat, which can be submitted with the corresponding PDF.

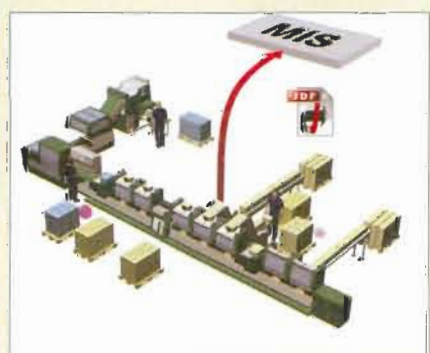
Creo Synapse InSite for Prinergy workflow systems enables Internet-based communication between printers and customers to streamline job submission, job-status tracking, online collaboration, and remote proofing/approvals. Based on open industry-standards like JDF and PDF, Prinergy is a fully integrated workflow management system, organizing page processing, proofing, CTF, and CTP.



A job is created in a bindery's management information system (MIS). Once it has been recorded in the electronic order book, this data is then available for exporting and can be transferred to the finishing line control system.



The downloaded data is then used to set up the machine automatically. While the job is in progress, current production data is fed back to the MIS using JMF. This feedback forms the basis for a constantly updated production planning system in the MIS.



Once the job has been completed, the closed file with all the relevant production data is sent back to the MIS for storage to be utilized later on. The file can then be instrumental in accurate costing and other analyses of future jobs.

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