

# Catholic Family Life Insurance and Sells Printing

**Catholic Family Life Insurance improves design and printing of marketing materials with Adobe InDesign, Adobe PDF, and Sells Printing services**

## PROFILES

### Catholic Family Life Insurance

- A provider of life insurance, disability income protection, and annuities for Catholics
- Employees: 125
- Location: Milwaukee, Wisconsin
- [www.cfli.org](http://www.cfli.org)

### Sells Printing

- An Adobe Authorized Service Provider
- [www.sells.com](http://www.sells.com)

## BENEFITS SUMMARY

- A design and printing workflow built around Adobe InDesign and Adobe PDF saves time and money for CFLI and Sells Printing.
- Easy conversion of QuarkXPress files to Adobe InDesign files allows CFLI staff to leverage previous design work.
- CFLI uses InDesign features such as the Multi-line Composer and the Path Type tool to improve the look of designs and speed creation of materials.
- A printing workflow built around Adobe PDF cuts preflight time for CFLI materials from days to hours.
- Tight integration of InDesign with Adobe Photoshop and Adobe Illustrator supports an efficient design process.
- With Adobe PDF, Sells eliminates printing problems caused by missing fonts and graphics.
- The ability to output InDesign files to multiple formats makes it easy for CFLI to repurpose documents for print or Web delivery.

When Sells Printing recommended Adobe InDesign software to Catholic Family Life Insurance (CFLI), Sells had one thing in mind: speeding up the preflight process by enabling CFLI to easily create Adobe Portable Document Format (PDF) files and send them electronically to Sells, an Adobe Authorized Service Provider. But as CFLI soon discovered, faster, more efficient printing was only one of the benefits of moving to Adobe InDesign from QuarkXPress® to create its quarterly magazines, advertisements, and marketing brochures.

“Our apprehension about switching to InDesign faded as soon as we used the software,” says Kari Lueneberg, director of communications for CFLI, a not-for-profit fraternal benefit society that provides life insurance, annuities, and disability income protection to Catholics. “InDesign offers many advantages—enhanced layout and typography controls and excellent integration with Adobe Photoshop® and Adobe Illustrator®. Also, the Adobe PDF workflow greatly streamlines the document printing process.”

### InDesign trio: reliability, creativity, speed

CFLI produces a full-color quarterly magazine that details its products and charitable community work. The magazine is mailed to more than 34,000 member households. The society also publishes a children’s magazine with a circulation of 3,500. In addition, Lueneberg and her staff create corporate image and product brochures, employee newsletters, magazine advertisements, and dozens of mailers that are distributed annually, all with the help of Adobe InDesign.

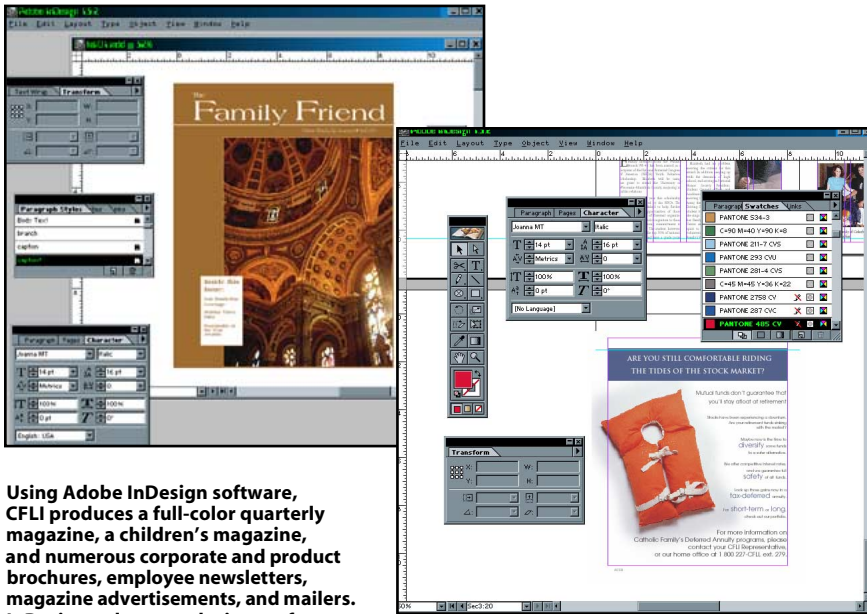
Because CFLI’s older documents were done with QuarkXPress, the ability of InDesign to support and convert QuarkXPress files has been instrumental in maintaining an uninterrupted workflow. With Adobe InDesign, CFLI staff, who work on PCs, are free to leverage previous QuarkXPress designs, whether they were created in-house or on Macintosh computers by outside design firms.

“It’s really amazing,” explains Lueneberg. “We’ve had trouble moving QuarkXPress documents between PCs and Macintosh computers. With InDesign, we’ve taken those same problem files and opened them beautifully. It’s a big time-saver because the only alternative is rebuilding QuarkXPress files from scratch.”

### Understanding the needs of designers

CFLI staff focus on creating inviting, informative magazines and advertisements. Lueneberg cites a number of advanced InDesign features that are ideally suited to keeping designers focused on the creative process. InDesign palettes make it easy for designers to access all of the creative possibilities, allowing users to quickly try new ideas with text, adjust frames, and create columns as needed.

The tight integration of InDesign with Photoshop and Illustrator further enables Lueneberg and her staff to produce high-quality, error-free designs. The ability to place native Photoshop and Illustrator files directly into InDesign streamlines production and helps ensure the integrity of the



**Using Adobe InDesign software, CFLI produces a full-color quarterly magazine, a children's magazine, and numerous corporate and product brochures, employee newsletters, magazine advertisements, and mailers. InDesign palettes make it easy for designers to access all of the creative possibilities, try new ideas with text, adjust frames, and create columns as needed. Smooth integration between Adobe software and support for an integrated Adobe PDF workflow have resulted in time and cost savings for both CFLI and Sells Printing.**

*“Thanks to sound advice from Sells Printing and smart development on the part of Adobe, InDesign has become essential to our everyday design and printing processes.”*

*Kari Lueneberg  
Director of communications  
Catholic Family Life Insurance*

colors that CFLI includes in the designs. “I can click on an image or graphic in InDesign, edit it in Photoshop or Illustrator, and then have the revised graphic automatically updated in my InDesign files,” Lueneberg explains. “It’s great because I always know that I’m working with current versions of artwork.”

#### **On time, on budget with Adobe PDF**

Sells first introduced CFLI to InDesign during a customer meeting highlighting the advantages of Adobe PDF for prepress and printing workflows. According to Craig Beedy, vice president of technology at Sells Printing, preflight problems are the biggest cause of printing delays. Missing fonts and graphics and incompatible files all combine to bottleneck what ideally would be a simple process.

Fortunately, with Adobe InDesign, enhanced features that speed preflight and output to Adobe PDF simplify document creation and printing. Using built-in InDesign preflight features, CFLI can check materials before generating Adobe PDF files, ensuring that all document elements are in place. Once CFLI staff have checked the documents, they rely on an InDesign feature called PDF Styles to automatically output the

documents to Adobe PDF files that contain all the proper settings for document printing. Sells helped CFLI specify the proper print settings.

The resulting materials in Adobe PDF contain everything that Sells needs for fast, reliable printing. Says Beedy, “Everyone benefits with InDesign and Adobe PDF. Eliminating preflight problems keeps projects on schedule and results in fewer alteration errors. Files in native applications can take days to preflight, while print jobs in Adobe PDF can be processed in hours. The bottom line for our clients and us is better quality and faster service.”

#### **From start to finish with Adobe software**

Completed magazines, brochures, and advertisements are sent to Sells or CFLI’s in-house print shop for printing. In some cases, materials are also posted on the Web as Adobe PDF or HTML files. With Adobe GoLive® software and the Adobe ImageReady® component of Photoshop, CFLI staff can touch up Web pages before posting documents online.

“Thanks to sound advice from Sells Printing and smart development on the part of Adobe, InDesign has become essential to our everyday design and printing processes,” concludes Lueneberg. “With InDesign, we’re speeding design and production and improving the overall look of our materials—definitely a winning combination.”

#### **TOOLBOX**

- Adobe Acrobat
- Adobe GoLive
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop with Adobe ImageReady
- Intel® Pentium® based PCs



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