

# ctrl-s prepress GmbH

Thriving German prepress and print service provider adopts the Adobe® PDF Print Engine for rapid, secure, and reliable print workflows

## ctrl-s prepress GmbH

[www.ctrl-s.de](http://www.ctrl-s.de)



## In Partnership With

Heidelberg®

[www.heidelberg.com](http://www.heidelberg.com)



## Industry

Print Service Provider

## Challenges

- Minimize preflight and printing errors
- Accelerate production processes
- Reduce costs for the firm and clients

## Solution

- Adobe PDF Print Engine  
ctrl-s prepress uses the Adobe PDF Print Engine with Heidelberg Prinect System, to improve prepress and printing services for clients.

## Results

- Accelerated preflight times by as much as 50%
- Eliminated mistakes with transparency and rendering
- Reduced proofing time by 70%
- Automated prepress workflows with minimal process disruption
- Reduced print production costs by minimizing rework

## Systems At A Glance

- Adobe PDF Print Engine
- Adobe Creative Suite® 3 Design Premium. Components used include:
  - Adobe Illustrator® CS3
  - Adobe InDesign® CS3
  - Adobe Photoshop® CS3
- Heidelberg Prinect Printready Prepress Manager
- Heidelberg Prinect MetaDimension Raster Image Processor

## End-to-end Adobe PDF workflow

ctrl-s prepress GmbH, based in Stuttgart, delivers prepress and printing services for mid-sized companies and advertising agencies in Germany. ctrl-s prepress' key competitive objectives are to provide secure, reliable, and rapid press services, enabled by the firm's use of the proven Heidelberg Prinect System that leverages Adobe software and technology.

With its commitment to customer service, on-time project completion, and protecting the integrity of customer content throughout workflows, ctrl-s prepress continues to enjoy sustained growth. Currently, 13 employees in the prepress department are working on the integration of Adobe PDF Print Engine into the production process with the Heidelberg Prinect® System to provide further efficiency gains for the firm and its clients.

Heidelberg is a worldwide supplier of sheetfed offset solutions and a sole supplier of seamlessly integrated solutions from prepress, press, and postpress. The company has more than 200,000 customers in 170 countries. ctrl-s prepress decided to install Heidelberg's Prinect Prepress Manager™ and Raster Image Processor (RIP) Prinect MetaDimension®. These Prinect products use the Adobe PDF Print Engine and support workflows based on the Adobe Portable Document Format (PDF).

“Using the Adobe PDF Print Engine for prepress and print workflows delivers important advantages,” says Martin Klein, manager at ctrl-s prepress. “With the Heidelberg and Adobe workflow, we can handle a wider variety of client jobs faster and more cost effectively.”

## Achieving streamlined, reliable processing

ctrl-s prepress services often include preparing files for printing and delivering digital forms and documents in Adobe PDF for a variety of client uses, including posting online or displaying within a customer's electronic product catalogue. Typically customer projects arrive in Adobe PDF or in a native application file.

“During the trial phase of the Adobe PDF Print Engine, we ran it in parallel with our previous system,” says Klein. “As a result, we could make a direct comparison and were impressed by the better speed, fault tolerance, and security of the Adobe solution.”

ctrl-s prepress staff is particularly enthusiastic about the streamlined process of generating renderings from raster graphics. “During what was once the time-consuming transparency reduction process, the Heidelberg and Adobe PDF Print Engine solution beat out the old system hands down,” says Klein.

“Using the Adobe PDF Print Engine, Adobe PDF files are rendered natively and it is no longer necessary to deal with transparency issues, saving a lot of time and effort,” explains Klein. Previously, for example, transparency errors might not show up until printing, which would result in wasted time for ctrl-s prepress and its clients.

The increase in production reliability is only one of the benefits that ctrl-s prepress realizes with the Heidelberg and Adobe PDF Print Engine solution. Overall, Klein says that preparing a file for

With the Heidelberg and Adobe PDF Print Engine solution, ctrl-s saves time and costs for itself and its customers. Preparing files for accurate printing now happens as much as 50% faster than before, and the firm has realized improved reliability as well as streamlined preflight and printing processes.



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Martin Klein,  
Manager,  
ctrl-s Prepress GmbH

**For More Information**

[www.adobe.com/products/pdfprintengine/](http://www.adobe.com/products/pdfprintengine/)

accurate printing now happens as much as 50% faster compared with previous processes. “With the Heidelberg and Adobe PDF Print Engine solution, we can save time and costs for our company and our customers,” says Klein. “It streamlines our processes and helps give us a competitive advantage.”

Klein sees that the time savings with the Adobe PDF Print Engine is also related to the smooth integration of Adobe PDF with popular design and layout applications, including Adobe Illustrator CS3, Photoshop CS3, and InDesign CS3. “The individual processes are synchronized to optimally support each other,” he says.

By converting materials to Adobe PDF for preflight and printing, Klein sees that many traditional errors are eliminated up front now with the integration in the new Creative Suite 3. For instance, Adobe Creative Suite Design Premium software already supports reliable creation of Adobe PDF files for rapid, consistent printing.

For ctrl-s prepress, an added advantage of adopting the Adobe PDF Print Engine was the ease of implementation and ongoing maintenance. Because it integrates readily with Heidelberg’s Prinect Prepress Manager and Prinect MetaDimension RIP systems, the firm can instantly leverage the Adobe PDF Print Engine without worrying about mistakes or delays. “That’s tremendous peace of mind when using the new software,” says Klein. The Adobe solutions support mixed-platform environment—Mac OSX and Microsoft® Windows® XP—used daily at ctrl-s prepress.

Working with the Heidelberg and Adobe PDF Print Engine solution has enabled the firm’s staff to work faster and smarter, achieving greater returns from the company and its clients. For each workflow moved to the new process, ctrl-s prepress is realizing several benefits, including faster production, improved security and reliability, as well as easier preflight and printing.

In the competitive market for print services, Klein sees a clear advantage that can be passed on to customers as well. “We can complete projects faster and offer our customers better prices,” he says. “With the Adobe PDF Print Engine, we are handling a wider variety of client jobs more cost effectively than ever—and achieving even greater returns as we continue to integrate the Adobe PDF Print Engine more closely with our Heidelberg Prinect workflow.”



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