

PressLines

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New PRINERGY System Adds Automation to Premedia Workflow

Speed is everything today. You either keep pace with the increasing velocity of the marketplace or risk losing business to competitors. Days, hours, sometimes even minutes can make a difference. For print publishers and marketers, premedia is critical in determining the speed and cost efficiencies at which projects get produced.

That's why Ripon Printers is proud to announce the recent acquisition of the new KODAK PRINERGY 3.1 workflow system, which extends integration, collaboration and automation capabilities, as well as offering important enhancements for PDF and color workflow.

"PRINERGY represents a nearly \$200,000 investment by Ripon in a third generation PDF workflow for controlling prepress and

plate production," said Andy Lyke, Ripon's president. "It also forms the foundation of a unified workflow solution. I'm confident PRINERGY offers our customers state-of-the-art premedia that delivers the ultimate in speed, accuracy and cost-efficiency."

Loaded With Value

One of the exciting features of the new system is Web portal integration processes, powered by KODAK's InSite software, such as remote job submission and proofing. The Web features are available for both Mac and PC users with a standard browser interface. Supporting InSite events such as sending e-mail notifications or pre-rendering pages or thumbnails when a page is successfully refined, greatly enhances the

value of end-to-end automation.

"One of the reasons we chose PRINERGY was its flexibility compared to competing systems," says Ripon Printers' prepress manager, Mike Thorson. "PRINERGY features non-linear automation, which means that the system's built-in logic can make specific determinations about how to handle a file based upon conditions that occur. We will actually develop customized workflows for each customer's specific needs. Secondly, the system can be as automated or manual as necessary."

Are You a PRINERGY Candidate?

PRINERGY isn't for everyone and is best suited for organizations that can benefit from an automation-rich system. Here are some of the criteria that will help you determine whether it's right for you:

■ **Do you have work that repeats?** The full power of PRINERGY kicks in when you have projects that repeat with some frequency, weekly, monthly or even quarterly ➡

Key PRINERGY Features

- Automated PDF Workflow
- Customization
- Full Integration
- Greater Speed & Efficiencies
- Online Job Submission
- Online Content Proofing
- E-mail File Status Notifications

Prinergy... *Continued from page 1*

printed projects are ideal. It is not best suited for a company that prints one catalog per year, for example.

■ **Will you accept more premedia responsibility?**

This is a collaborative workflow, and some of the benefits derive from you accepting a higher level of premedia responsibility.

■ **Do you have sufficient in-**

house technical ability? You don't have to be a premedia wizard, but you do need the ability to build print ready PDF files through a furnished plug-in, as well as be able to operate Acrobat-like software to use the online content proofing feature.

If it all seems a bit overwhelming, don't despair.

Ripon Printers is fully prepared to provide all the support you need to gain the full benefits of PRINERGY. Along with our existing customer education representative, additional trained staff will be available to assist you with PRINERGY. For more information, please contact your Ripon sales or customer service representative. **RIPON**

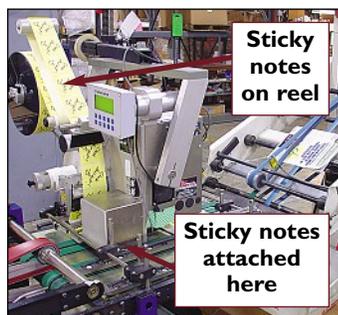
'Sticky notes' anyone?

Gotten any mail at home with a 'sticky note' attached? Ever thought you'd like to add one to your mailpiece? The good news – we are ready!

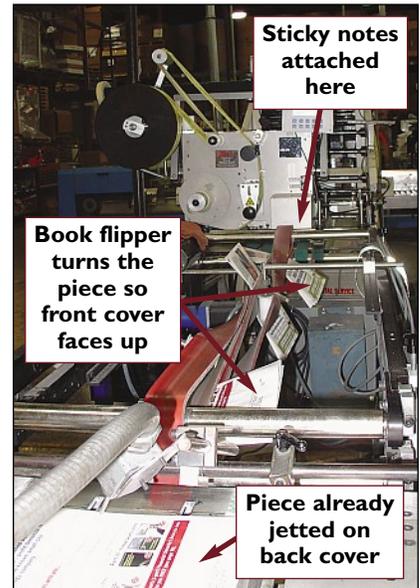
Using our **Label Aire 3111** – affectionately known as a “dot whacker” – we can place a sticky note on the front or back of your piece. The U.S. Postal Service refers to these as 'repositionable notes' (RPN). The notes can be attached to letter- and flat-size discount First-Class, Standard and Periodical mailpieces. Since there are quite a few standards, we will touch on a few here and encourage you to review the Domestic Mail Manual at <http://pe.usps.com/text/dmm300/709.htm> – then scroll to section 6.0.

An RPN must be 3" by 3" plus/minus 1/8" in either dimension. The adhesive strip on the back must be a minimum of 3/4" wide and it can't be manually affixed.

Placement is critical so it doesn't interfere with delivery address, rate markings or postage – this is where checking the DMM is advantageous. The information printed on the RPN can't include a Zip Code.



“Dot whacker” in action.



“Dot whacker” production line for sticky note on front cover.

Jerry Eiler photos

The RPNs must be obtained from an approved RPN vendor and we must present proof of the vendor when the mailing is certified. The RPN is included as part of the mailpiece for weight and postage computation.

Placing a sticky note on your mailpiece adds \$0.005 each for Discount First-Class and \$0.015 each for Standard Mail or Periodicals. **RIPON**

Just how fast are we going?

Do you remember your first car? I do – my first vehicle was a 1974 Ford Galaxy, the kind that you could see the pavement without looking out the windows. In many old cars, there are usually a few things that don't work. Radio? I can live without that as long as I have my iPod. Air conditioning? Don't need it 11 months of the year in Wisconsin (assuming the windows open)! However, to me, a speedometer is critical.

Why do I want a speedometer over music and cool air? Think about it – without a speedometer, you are either going too slow (meaning you might be late), or too fast (speeding ticket). Of course, there is a chance you are



Andy Lyke

traveling the right speed, but that's not the norm in my family.

There are other gauges on the dashboard that are important, such as the gas gauge. Did you ever run out of gas? It always happens at the most inconvenient times, like when it is raining or

you are late to a wedding.

Businesses need dashboards with gauges, as well. How do you know how you are doing without any type of measurement? Of course, we've been tracking the big number (profitability) since day one, but in today's environment we need to be able to look in more detail to find waste, opportunities for improvement and to recognize those programs or jobs that are working just fine.

To put it a different way, Rich Kohl, our purchasing agent, said, "we get what we inspect, not what we expect. Without the proper tools for inspecting our business, how do we really know how we are doing on our drive for continued profitability?"

RIPON

'Graphic Arts Connection' scores big in Chicago

Ripon Printers recently sponsored the first in a series of informational seminars entitled the "Graphic Arts Connection." This first event, titled "Making the Right Decisions for Design to Press," took place in Chicago and featured speakers Thad Kubis from NAK Marketing & Communications, Inc., a New York City-based agency, Karen Kerwin Spicer, a specification representative from Stora Enso paper company and Jason Hauman, Ripon Printers' customer education specialist.

Kubis' firm works in collaboration with seminar sponsor MAN Roland to present educational sessions from the content provider's perspective. Here, he covered color theory, color management and proofing.

Spicer shared her insights about the right paper choices from a graphic designer and paper specifier

perspective. Hauman's presentation focused on creating "bulletproof" PDFs for print.

Attendees included creative, premedia and production professionals in the catalog and publishing markets. The program included a lively question and answer session, and the participants also benefited from outstanding educational handouts and reference materials provided by the speakers. To add an element of fun, drawings were held throughout the seminar for various prizes including shirts, caps, tint books and the grand prize of an Adobe Creative Suite. Feedback was very positive with all of the respondents saying they would recommend the seminar to others.

Ripon Printers plans to offer seminars on various topics several times throughout the coming year. Stay tuned to www.riponprinters.com for future seminar dates and details. **RIPON**

New lights save energy, earn award

It started with a U.S. Department of Agriculture (USDA) rural development grant for a recent lighting retrofit. Then a rebate from Focus on Energy.

As part of a larger plan, we changed 137 400-watt metal halide fixtures to T8 high-intensity fluorescents from Orion Energy Services, of Plymouth, Wis. This cut power usage by 53 percent in the bindery and mailing departments and earned Orion's Environmental Stewardship Award as a result.

The lighting change dropped annual power consumption in the two areas of the plant from 397,159 kilowatt-hours (kWh) to 188,074 – a drop of 209,445 kWh. A power reduction this size, according to accepted formulas, means that over the 20-year life of these new fixtures, some 5,224 tons of greenhouse pollutant gases will not be released into the atmosphere.

Project Engineer Jeff Cottrell spearheaded this effort based on two independent energy audits this year that both recommended switching to the T-8 fixtures. "We had a demonstration with eight of the T-8 fixtures and then purchased 137 for the bindery and mailing departments," Cottrell continues, "We did these first because they were due to be re-lamped. We plan to replace 200 additional fixtures in the coming months."

Cottrell appreciated Orion's assistance with the USDA grant application. The USDA rural development grants and loan guarantees are awarded to agricultural producers, businesses and cooperatives located in rural communities to purchase renewable energy systems and make other energy efficiency improvements.

Focus on Energy is a public-private partnership that offers energy information and services to residential, business and industrial customers throughout Wisconsin. These include rebates for energy-saving projects such as ours. **RIPON**



Project Engineer Jeff Cottrell shows our Environmental Stewardship Award from Orion Energy Services.

2006 Premier Print Award Winners

For the first time since we began entering the Premier Print Awards 10 years ago, three of our entries earned recognition. Now in its 57th year, this competition is regarded as the most prestigious worldwide print competition.

Sponsored by Printing Industries of America/Graphic Arts Technical Foundation, this event promotes excellence in print communications and rewards companies and individuals who produce the best in printed media. This year there were more

than 5,500 entries from printing and graphic arts firms with only 26 percent of entries earning any award.

Of our seven entries, here are the winning pieces.



Renaissance

Morris Anderson & Associates

Award of Recognition (2nd place)

Web Press Printing, Coated Paper (1, 2 or 3 colors)

Also earned a Badger [first place] in the Printing Industries of Wisconsin Graphic Excellence Awards.

Arkansas State Parks Guide 2006

Certificate of Merit (3rd place)

Web Press Printing, Coated Paper (4 or more colors)

10 Minute Tech, Volume 2

Affinity Group

Certificate of Merit (3rd place)

Web Press Printing, Uncoated Paper (1, 2 or 3 colors)

*Amazing how this title has been revised and reprinted three times and still catches the judge's eye. The initial printing earned two print awards in 2004. **RIPON***