

# #WORK FROM #ANYWHERE

*Anywhere you go,  
there goes THEMAGAZINE*

ALLIED PRINTING  
BORN GROUP  
CONTINENTAL WEB PRESS  
DECATHLON  
DUWOOD  
IGS-CP  
ISDIN  
SCHATTDECOR  
THELAB  
V-TAB GROUP  
WRIGHT BUSINESS GRAPHICS  
and more...



# LOOK GOOD and MOVE FAST

**LUXE PACK**

SEPT 27, 28, 29, 2021  
Grimaldi forum, MONACO

**Booth AC23**

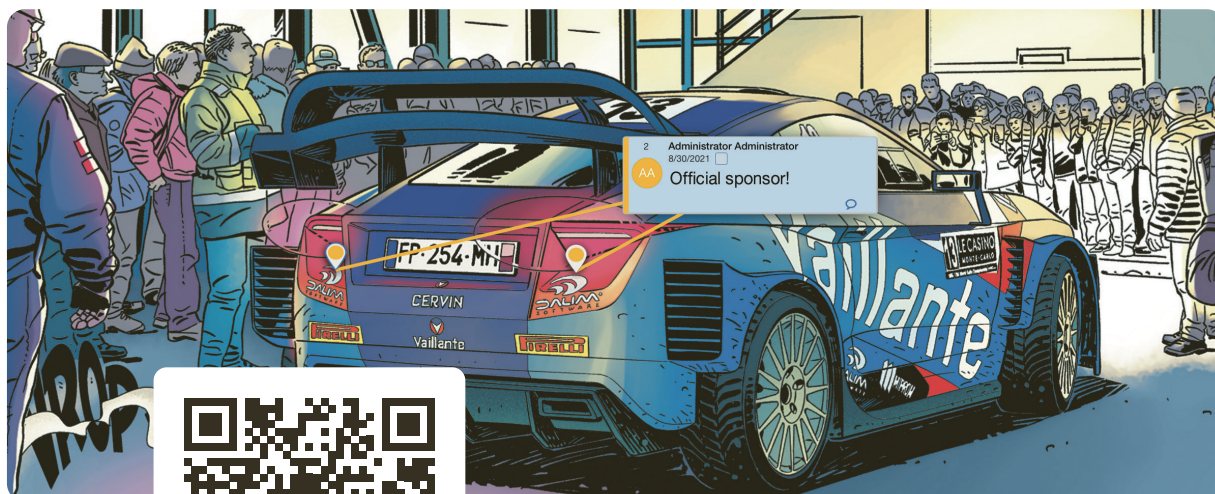


*With the  
participation of*

**Uwe Melichar**  
Packaging Expert  
Owner at Melichar Bros  
& President epda



  
**DALIM**<sup>®</sup>  
SOFTWARE



In 2019, Graton Editions published Michel Vaillant's **MACAO** album thanks to **EXPRESSION**, the comic book production platform of **DARGAUD**, **DUPUIS** and **LOMBARD** made possible by **DALIM ES**. In this album the hero Michel Vaillant drives a **BMW® R nine T Scrambler**.

It is this same motorcycle that **BMW France** wished to immortalize with a special edition of "**La VAILLANTÉ**", a **BMW® R nine T Scrambler** with a limited production run of 13, **Michel Vaillant's** lucky number.

We had the idea to link some of our customers involved in image capture, fashion and motorsports through an atypical journey with this very special motorcycle. Bike number 8 of the limited edition was acquired by **DALIM SOFTWARE** and used during the "**Motorbike 2019**" mission.

It started from Strasbourg, via the **STAUD STUDIOS** in Germany before crossing the Alps and finishing its journey at **Hyphen-Italia** in their mysterious Studio "**AREA 51**". As a result of this collaboration, many photo and video shoots are available on our YouTube channel.

Coinciding with the release of a new episode in the **Michel Vaillant "DUELS"** series, **Graton Editions** has once again partnered with **DALIM SOFTWARE**, and for the first time you will be able to find our brand as an actor in a new episode in the life of **Michel Vaillant**, as official sponsor of the hero's car.

The whole project has been captured in a video, therefore we invite you to scan the **QR code** and wish you a lot of fun watching. We hope that it demonstrates and reinforces our passion for our customers' jobs as much in the physical than in the virtual world. ■



**BODEN**

**DALIM SOFTWARE**

**CONTENT PRODUCTION SOLUTION**



**Dr. Carol Werlé, CEO  
DALIM SOFTWARE**

Introducing our 2021 issue (#26) of **THEMAGAZINE** in the new reality, which has been thrust upon us since 2020, is something I have been looking forward to over the past few months. It's not only because, as I expressed back in March 2020 when introducing our **#DUO onAIR** conference, "**Let's hope it will last only five months, but let's prepare for 5 years.**" It's also because our audience and user community helped set our course while going through radical transformations of their own during difficult times. My first thanks will, therefore, go to each and every one of our users and partners who shared with us their incredible stories. Without them, the following pages would be boring and blank. It is only because of the relentless support of our community and their constant interest in helping to shape the next generations of our product, that these solutions now empower the bold and extraordinary successes of the 20's. And, it has been done in diverse segments such as retail, brands, media, communications, packaging—and always formidably in printing, where we have our roots.

As always, this edition's stories will take you around the world, starting at the East Bavaria headquarters of **Schattdecor**. Their two-dozen gravure-printing plants throughout the world produce 30% of all the flooring decors we all walk on. Barcelona, in the Catalan region of Spain, is home to **ISDIN**, the second largest European maker of sun protection products. From there we go a bit north to France where **Duwood**, a global branding and packaging agency, works with clients primarily in north and west Africa—as well as Indian Ocean islands and Polynesia—where serious fast-moving consumer goods brands produce their labels with incredible efficiency..

We still work closely with printers, too. This issue has four printer stories that will testify to our passion for print. They take us from Sweden to both coasts of the United States—with a stopover where **DALIM SOFTWARE UK** is off to an exciting start after just over a year into our '**Brentrance**'. For an interesting exercise, do not miss **DECATHLON**'s story. They are an enormous sports retailer who will soon expand to over 1,000 superstores. They have even taken the Americas by surprise—and we are proud to contribute to their successes, even in our modest, yet strategic, way.

The past couple years have been noteworthy for our online events. Our exceptional conferences pushed the envelope to literally invent '**Webinar to Print**' in 2020. We produced personalized, printed versions of issue 25 of **THEMAGAZINE**, to give our online audience a more casual read about **DALIM SOFTWARE**, on paper.

We also applied the concept of **#work from #anywhere** to ourselves. For many of us, coming to work was no longer an option, but we also figured quite early on that **#work from #anywhere** was no longer an optional requirement. If there are no online tools available to allow teams to work through an agenda, creativity will be hampered by the lack of social contact.

For this reason we applied the concept of **Bootcamp** to a cross-departmental team. They will tell you their story in the following pages. I can even foresee, in the very near future, that putting together a team will be more successful within dedicated "**off-site**"—if not "**off-the-grid**"—sessions. We see many examples of them flourishing.

The years of 2020 and 2021 were encouraging years for our community, if for no other reason than it simply proved the point that we have been emphasized for decades: "**Work is no longer a place.**" We spent the past 18 months recruiting six representatives from the Y Generation, along with more than ten trainees. They have helped us shape the sustainable future of **DALIM SOFTWARE** while redefining the corporate responsibility boundaries in the software production business.

We hope you enjoy reading this book as much as we did putting it together. It was a joy to work with our friends from every continent. It gave us a vibrant feeling of being part of a unique and successful, borderless project.

**Enjoy the reading!**  
**Carol**



## 84 DECATHLON



## 18 Schattdecor



## DUWOOD 90



## 64 ISDIN

**08 Continental Web Press** moves press checks from the plant floor to the home

**16** We all have an impact

**18 Schattdecor**, global market leader in decor printing designs a new automated workflow for its digital presses

**24 DUO**: Keeping close and personal contact with users is in **DALIM SOFTWARE**'s DNA

**26 IGS-CP** the beautiful book in digital transition

**34 API First**: Transforming Your Workflow by David L. Zwang

**40 Wright Business Graphics'** prepress evolves

**44 thelab**: A successful proving ground for efficient, collaborative and production workflows

**48 Allied Printing** evolves as the industry and the world changes

Just as the world realizes how crucial it is to preserve our natural resources, **DALIM SOFTWARE** has, since 2014, converted its energy to 100% sustainable sources. Hydroelectricity is now at the origin of all the software products we create and commercialize.

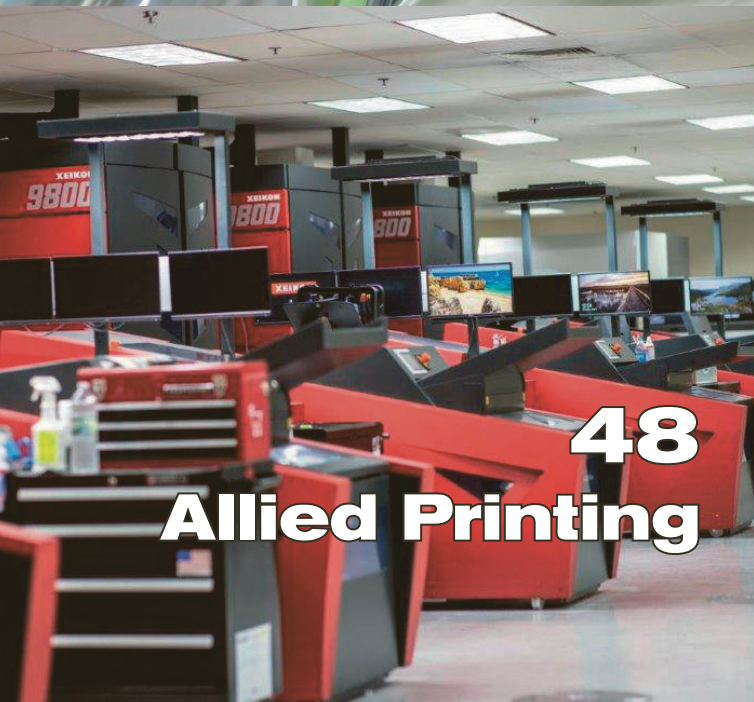




## 08 Continental Web Press



## 74 V-TAB



## 48 Allied Printing



## 54 Born group



## 40 Wright Business Graphics

**54** For **BORN Group** it's what's under the hood that counts

**60** Museum of Print : Celebrating a Year of Frank

**64** **ISDIN** uses an advanced formula for packaging Success

**72** #work from #anywhere X **DALIM SOFTWARE**

**74** Adding imposed file features for the V-TAB Group is no imposition to **DALIM SOFTWARE**

**80** So, how did we get done?

**82** We have been here before... by Chris Heric

**84** Just like in sports **DECATHLON** builds winning packaging

**90** The **Duwood agency** faces the new challenges of packaging

**98** Unlock Your Brand Asset Bottlenecks by Pat McGrew

### Contributors:

Irvin Press, [irv@press-plus.com](mailto:irv@press-plus.com) • Didier Destabeaux, [didier@destabeaux.com](mailto:didier@destabeaux.com) • Carol Werlé, [carol.werle@dalim.com](mailto:carol.werle@dalim.com) • Chris Heric, [chris.heric@gmail.com](mailto:chris.heric@gmail.com) • Pat McGrew, [pcm@mcgrewgroup.com](mailto:pcm@mcgrewgroup.com) • David L.Zwang, [david@zwang.com](mailto:david@zwang.com) • James Siever, [jamesseiver@era-eu.org](mailto:jamesseiver@era-eu.org)



# Continental Web Press moves press checks from the plant floor to the home, with the help of **DALIM ES6**

**T**here are many stories about how COVID has changed the way companies work as they adapt to the new normal. One example is **Continental Web Press**, which has implemented **CWP Virtual Press OK**, a very successful method eliminating the need to conduct in-house color press-checks. How? They have put in place a technical online process with the help of **DALIM ES6**. In doing so, they have found that it's a growth model—perhaps not only for the near term, but well into the future.

Founded by Diane and Ken Field, **Continental Web Press (CWP)** is a privately held, woman-owned company with a dedicated and unwavering commitment to quality, consistency and customer service. **CWP** has been providing premier printing and print marketing services working with some of the world's most successful brands, publishers, and agencies since 1973.

**CWP** offers customers a truly comprehensive and integrated range of print communication options. The company's state-of-the-art web offset and digital presses are fitted with the most modern press equipment, and they print to certified **G7 color standards**. Coupled with a dedicated binding facility, integrated mailing solutions and fast distribution networks, **CWP** guarantees the most effective solution for jobs, along with quick turnaround. In North America **CWP** was one of the first to install **DALIM DIALOGUE** and **DALIM MISTRAL**— the forerunners to **ES**.

## Press checks during a pandemic?

As a company with many major print buyers with critical print projects, press check visits are always a vital part of the print process. But what do you do when the world is impacted by COVID? People were sent home, customers were furloughed, and everyone had illness concerns.

In the magazine world you have to assure an advertiser that a printed product will look like their proof—no excuses or variations. With the current COVID crisis, if color is not OK, what do you do? “We could have decided to ride the storm and do nothing,” comments **Ed Zepernick, CWP CIO and CTO/EVP**. “But, you sit and think of possible solutions to the problem. We thought, ‘is it possible to deliver an online press proof?’”

“We decided to create **CWP Virtual Press OK**, using **ES with DIALOGUE** to provide accurate online press proofs. But, there were a lot of technical hurdles to go through,” remembers **Zepernick**. “We had to overcome color concerns—which took the most time to resolve—and determine the best way to show the client the color OK, just as they would see it on press. If you don’t control color during the entire process, then it’s an even bigger challenge.”

Ken and Diane Field have always been on the cutting edge of technology, so putting **CWP Virtual Press OK** into the hands of sales was expedited. Ken Field says, “Anything to help our clients—and helps **CWP** weather this pandemic—is beneficial.” The solution consisted of two important components: using **ES with DIALOGUE** as both a color management tool and collaboration delivery system, and a high-end scanner. **CWP** has been using the color management capability of **DIALOGUE** for more than 15 years. They even have placed color accurate monitors on their presses, where their operators refer to approved proofs to understand the customer’s expectations and what to match to during a print run.



## Making virtual press proofs work

It was a novel approach. “We always make a virtual color proof, which the customer approves before going on press. So, now we produce a second set of color proofs. When we get to color, printed press sheets are scanned into our system to compare to the virtual proof. One advantage we have is that we still own and operate a high-end scanner. A \$200 scanner will not work. You’ll lose the color space immediately,” explains **Zepernick**. “Then we use the **DIALOGUE** compare tool so we can show the original proof and press sheet side by side. With a slider, inch by inch, the customer can see if there are any variations, color conflicts, or anything else. If the customer wishes, we will re-impose the job and show any press sheet crossovers to assure color quality throughout.”



**“Virtual press proofs also give us the option to save on travel time and costs. We can look at each project and decide if we can stay and review it from our offices...”**

Michael Fielding,  
Creative Director, Marketing Solutions  
Hearst

**Mike Sye, prepress manager**, figured out the many ways to show the imposition through **ES** with **DIALOGUE**, to offer customers their preferred view. Some clients have page-by-page expectations, while others want to see the sheet as it appears on press. Some want to see the front and back of forms, while others want to see inline conflicts and crossovers. Building the system to meet the imposition challenges was a major hurdle.

Although this process gave them challenges to overcome, **CWP** was well ahead of its timetable—and any competitive efforts—when they launched **CWP Virtual Press OK** in April. “One of the important facets was maintaining diligence in color control. To assure accuracy, unlike some companies, we still calibrate our monitors every day,” notes **Zepernick**. “You have to be engaged during the entire color process—and manage it, on-site with the presses. Other companies, unless they offer full prepress services and have a high-end scanner—a rarity, now—really are not equipped do this.

“There was no training involved because we have used a **DALIM SOFTWARE** workflow for years. I drive the process on my computer to expedite the experience. As our client views the press OK, our press operators in the press room are also in, on the client call. I am just the facilitator,” comments **Zepernick**. “I’ve conducted press proofs at 6am and 3am—and I don’t have to leave my house.”

## Deriving business benefits from an original customer service idea

This has become a revenue stream. **CWP** charges a set-up fee per page to offset the time. Some customers have chosen to implement this process as their ‘new normal’, particularly because the cost is less than travel expenses. In fact, it’s much less, because now more people—for example, the art director, print production and their client—can participate in the color approval/press OK without extra travel expenses. “As one of our customers says, ‘having their client see the final piece sells the product’,” reports **Zepernick**.



Company	: Continental Web Press
Location	: Itasca, IL
Type of activity	: High quality commercial printer
DALIM SOFTWARE products:	<b>DALIM ES, DALIM TWIST</b>
Reasons for purchase	: <b>DALIM TWIST</b> : Automated production workflow for many years <b>DALIM ES</b> : Online proofs, collaborative approvals, and <b>CWP Virtual Press OK</b>
Integrator	: <b>DALIM SOFTWARE</b>



Without **CWP Virtual Press OK**, if two people from a client visit **CWP** for a two-day press OK, travel costs can reach \$3,000. Now, if they conduct an online press check, it costs the customer nothing for travel and just a minimal charge for the setup time, the scans of the imposition, and the extra proofs they generate.

The results? “We jumped in offering something our customers did not expect. We are gaining new clients and satisfying old ones. We added new work because of this service. It also gave us the opportunity to show our customers that **CWP** has many more capabilities under our roof,” comments **Zepernick**.

“As a rule, we would attend press runs to assure color was accurate especially with crossovers, and particularly for important and sensitive advertisers, like paint companies,” explains **Michael Fielding, Creative Director, Marketing Solutions at Hearst**, who oversees production of Food Network, Pioneer Woman and HGTV magazines. “Of course, after COVID we had to be more careful about travel. With **CWP**’s virtual press proofs, we could successfully compare, with a sliding tool, the color we had already approved, against the printed piece. It was the next best thing to seeing the job on press, and the final product was amazing.

**“It’s terrific that CWP, one of our more dedicated customers, has been able to modify their workflow to provide such a unique and, in these tough times, useful proofing solution.”**

Carol Werlé,  
CEO  
DALIM SOFTWARE



Ed Zepernick,  
CIO and CTO/EVP  
CWP



Michael Fielding,  
Creative Director, Marketing Solutions  
Hearst

“For functional issues like glue tabs, and extremely color-sensitive clients, press visits are still necessary—but moving forward we would utilize **CWP** virtual press proofs for color. If we have a proof that we can compare to a printed piece online, we feel comfortable approving the job. Virtual press proofs also give us the option to save on travel time and costs. We can look at each project and decide if we can stay and review it from our offices,” adds Fielding.

As **CWP** continues to acquire new clients and satisfy their existing customer base, they are conducting more and more press OK’s online. “Our clients are thankful that they can see the results immediately, without waiting for a mailed package a few days later to see the final press sheets,” comments **Zepernick**. “There are no surprises. We’re successfully eliminating color nightmares.”

## Help from DALIM SOFTWARE

**CWP** clients are wondering if **CWP Virtual Press OK** is available through other print providers. **DALIM SOFTWARE** can provide the solution. It can be accessed through an existing **DALIM SOFTWARE** system or through a **DALIM SOFTWARE** AWS installation. Anyone can talk with their **DALIM SOFTWARE** sales representative for more information. The only other tool needed is a good scanner.

“**DALIM SOFTWARE** has been providing production workflow tools to printers for twenty-five years. We pride ourselves in offering a very flexible system, which has found itself in many different types of companies—and situations,” notes **Carol Werlé, DALIM SOFTWARE CEO**. “It’s terrific that **CWP**, one of our more dedicated customers, has been able to modify their workflow to provide such a unique and, in these tough times, useful proofing solution.”

Will other customers conduct **CWP Virtual Press OK** permanently? Perhaps. “Necessity is the mother of invention. We have opened up conversations with a few of our clients on other processes and workflows we can offer to help them while they have a reduced work staff,” adds **Zepernick**. “We thank **DALIM SOFTWARE** for making the technology ready for us. This has been very rewarding. Our clients are breathing comfortably, knowing that what they see in print will be what they expected. And, our new catch phrase is ‘Powered by **DALIM SOFTWARE**’.” ■



# DALIM SOFTWARE UK is up and running, and going full steam ahead!

In March 2020, **DALIM SOFTWARE** decided to establish **DALIM SOFTWARE UK** in order to be closer to our UK market and to better serve our valued UK customers.

In light of Brexit and any potential barriers between Europe and the UK, having a UK physical presence is proving to be a valuable platform for our expanding UK team. The UK team is working closely with our distribution partner Ethos, as well as selling our expanding range of solutions to new customers.

In combination with **DALIM SOFTWARE HQ**, **DALIM SOFTWARE UK** is offering new service options to all existing customers, from standard 9-5 support right up to 24/7 cover. Alongside our sales and support capabilities, we are also offering Professional Services for integrating our **DALIM ES** solutions with any other existing systems a customer is using. For customers that have their own developers, we are also doing training on our extensive API - so that customers can integrate our solutions seamlessly into their own.

Indeed some **DALIM SOFTWARE UK** customers have already taken advantage of this service, resulting in them completely centering their offering around **ES** as a platform.

**DALIM SOFTWARE UK** has also spent time updating customers on the latest capabilities surrounding our new **ES DAM**. With a progressive and slick new interface, customers who are using alternative DAM solutions are seeing the benefits of switching to **DALIM SOFTWARE**'s, whilst also reducing their overall service costs!

For new prospects and customers who are joining the family of **DALIM SOFTWARE** users, **DALIM SOFTWARE UK** has also seen great interest in our Subscription model; where customers can pay a monthly or annual subscription, and **DALIM SOFTWARE** will host and manage the solution in **DALIM SOFTWARE** own AWS Managed environment.

Anyone who wants to know more can just contact **Colin Price** • [colin.price@dalim.com](mailto:colin.price@dalim.com) • +44 7786 022715



**Dr. Carol Werlé**, CEO parks his ride at **DALIM SOFTWARE HQ**, in front of a massive London backdrop, including accurate reproduction of London sidewalk, tribute to **DALIM SOFTWARE UK** "Brentrance"

# We all have an IMPACT



# As a software company we want to be especially aware of ours.

At **DALIM SOFTWARE** Sustainability is a subject we've been thinking about for a while now. Our first efforts date back to 2014, where we decided to power all our operations by hydroelectricity from Switzerland. A first step, that started a movement. We started electrifying our car pool and even switched to electrified two wheel transportation for daily commuting, to keep our impact as low as possible.

With time we became more conscious about the topic and understood the importance. Sustainability has to be at the core of an operation and considered at every moment, to really be effective. This is why we developed our sustainability roadmap in line with the 17 Sustainable Development Goals of the United Nations to make sure to have an holistic approach.

Our latest projects involve getting rid of plastic waste, making our commuting ever more sustainable, powering our buildings even more efficiently and much more.

## To name a few:

- Banned plastic bottles in our headquarters
- Enabled our employees to lease (electric) bikes
- Switched to biogas for our headquarter
- Calculate our Carbon footprint
- Offsetting it by (natural) reforestation
- Organic fruit delivery from a local Biomarket in Kehl

## In numbers:

Through these measures we were able to avoid the emission of around 375.000 kg of CO<sub>2</sub> and 100 plastic bottles every month.

## And we are working on so much more.

We are happy to have you along with us on the journey as we put transparency first. Which is why you can consult our roadmap in realtime by scanning this **QR Code**:



# SKIN NY HOUSE



# Schattdecor, global market leader in decor printing designs a new automated workflow for its digital presses

**With DALIM ES, Schattdecor optimizes its production workflow while getting everyone in the production chain involved.**

**L**ocated in Thansau, Germany, in the middle of a Bavarian picture-book landscape halfway between Munich and Salzburg is **Schattdecor**, founded in 1985 by **Walter Schatt**. Only a few kilometers away is the beautiful Chiemsee, a lake with an island that is home to the unfinished Herrenchiemsee Palace, built by King Ludwig II and today housing the King Ludwig II Museum.

It's the perfect location for a company that designs, manufactures, and delivers high-quality decors and products. **Schattdecor**, and its 2,800 employees from 27 nations at 16 facilities worldwide, supplies customers from a variety of industries. **Schattdecor** surfaces can be found all over the world: they are used, for example, to cover furniture and laminate flooring and also play an important role in caravan/RV interiors and public spaces.

**Schattdecor** is successful because they guarantee the same, consistently high quality standards worldwide. They define a worldwide product portfolio and execute work processes, systems and production machines with a "Made by **Schattdecor**" standard.

While, traditionally, decorative paper coverings have been printed by gravure presses, digital printing is an important addition for **Schattdecor** to be able to serve all customer needs in the field of surfaces.

**Theresa Mücke**, a media computer scientist and industrial engineer, is a member of the innovation and process management department. She explains, “There are a several significant trends that have accelerated our investment in digital printers. The machines are very flexible and it allows us to print a large number of short runs during the day”.

**Mücke** has been playing a significant role in the process of automating the workflow and facilitating the collaboration process between production chain partners. **DALIM ES** has been playing a key part in this ongoing process. “To advance the digital transformation of our production processes we decided to implement **ES**,” reports **Mücke**, who has been involved in the **ES** project from the onset.

**Mücke** explains the production workflow scheme and how it will be run with **ES**: “On the one hand, the soft-proofing feature allows us to manage internal approval processes of customer individual design adjustments even better. On the other hand, we can control our final proofing process on the digital printing machine.”



**“...To advance  
the digital  
transformation  
of our  
production  
processes  
we decided  
to implement  
DALIM ES...”**

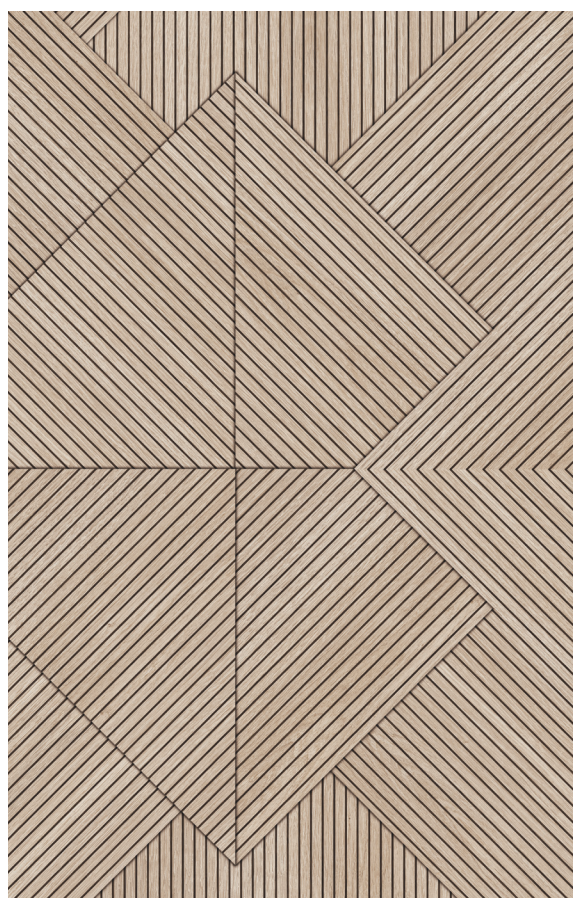


When completely implemented, **ES** will be responsible for the entire production workflow on the company's digital presses. **ES** enables cross-production process management, connecting business systems to manufacturing. All members of the internal production chain will be completely integrated, from design, to repro, to sales and print.

**Schattdecor's** process will be faster since less manual intervention is required, and many tasks can be done digitally by **ES**.

For example, in the past if a customer wanted to see a decor design before it was printed, **Schattdecor** delivered hardcopy proofs—analog samples. Perhaps, in the future, **DIALOGUE Engine**, a component of **ES**, will be used to send online, collaborative soft proofs in addition to analog samples. These will accelerate internal processes because everyone can receive proofs online and it provides a record of all comments and approvals.

**Mücke** is convinced that **ES** will have a considerable positive effect on the workflow. "The automated workflow will be simplified and faster. And, the entire





**Theresa Mücke,**  
Innovation- & Process Management

**Florian Maier,**  
IT (Applications & Processes)

**Bernhard Größ,**  
Digital Printing

manufacturing process will be less time-consuming and more flexible because of the use of a digital press and the **ES** workflow," describes **Mücke**.

**Florian Maier**, a former web developer and now part of the team for applications & processes at **Schattdecor**, has the daily task of taking care of ongoing implementation of **ES**. He came to **Schattdecor** as an intern—a working student—and has been involved with the **ES** project for about two years. "In addition to integrating the interfaces, one of the project's challenges is to make **ES** compatible with the other systems used by Schattdecor, such as the SAP business system," he remarks.

**"...We are excited that ES is playing an integral role and happy to offer our experience..."**

**"...The automated workflow will be simplified and faster..."**

Another challenge is to configure **Schattdecor's** in-house software, such as printing forms—making sure the decor designs correctly fit the demands of each customer. "In this respect, a lot has to be replicated or developed in order to adapt **ES** to our needs", explains **Maier**.

Unisolve, **DALIM SOFTWARE**'s Munich-based sales partner, has provided technical support for the installation of **ES**. **Martin Finger** from Unisolve that accompanied the project at **Schattdecor** says the purpose of the project is, "about process optimization. For example, **Schattdecor** wants to know in real time where any product is in the manufacturing process."

The project also includes the integration of third-party systems such as SAP, which tracks the inventory and oversees the manufacture of **Schattdecor**'s products throughout, to invoicing. "We are working on making the interface between **ES** and SAP as seamless as possible, ensuring that that they both understand each other perfectly," says Finger.

...the purpose  
of the project is,  
"about process  
optimization..."



THEMAGAZINE 26



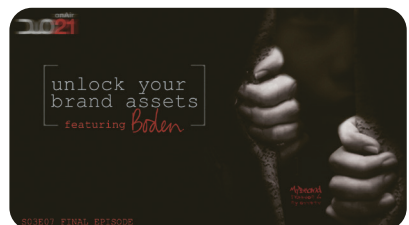
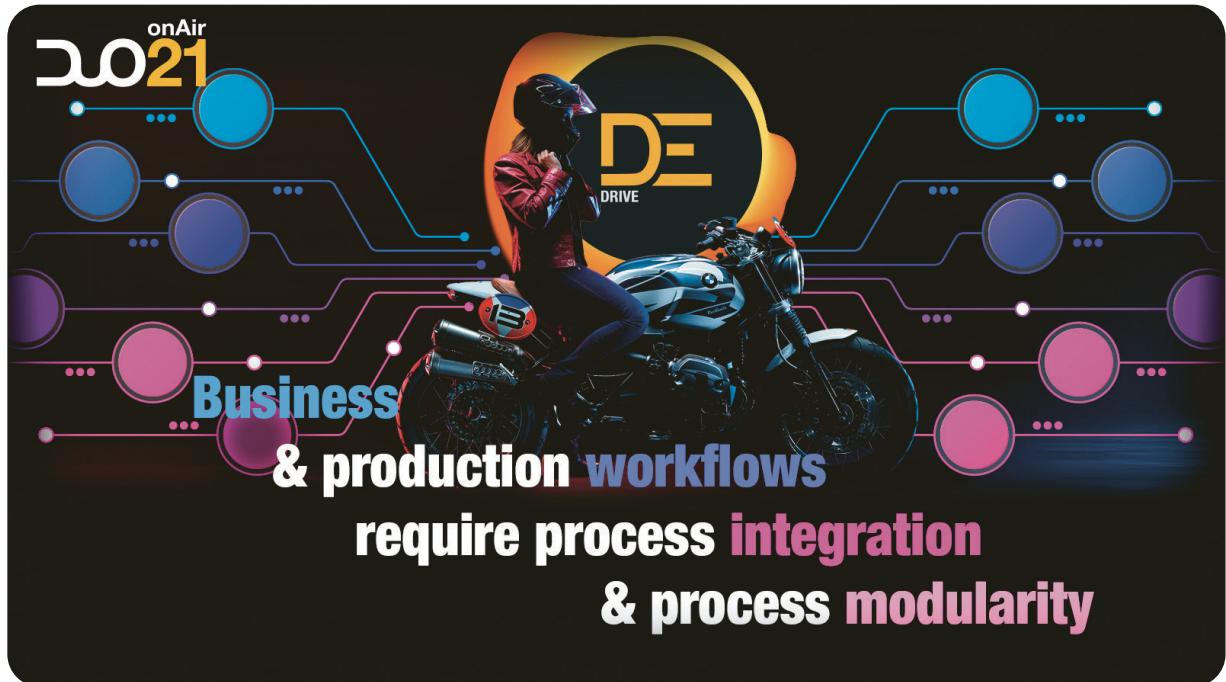
Martin Finger, Unisolve GmbH

**Schattdecor** will initially use **ES** at their headquarter in Thansau, (Germany)—but that is only the beginning. "We will use the extensive and various range of **ES**'s functions to support our processes worldwide", concludes **Mücke** and **Maier**.

"**Schattdecor**, its products, and its manufacturing processes are very special and intriguing. **DALIM SOFTWARE** is honored to be involved in this project and is providing any support that is needed," underlines **Bertin Sorgenfrey**, Director Business Development of **DALIM SOFTWARE**. "We are excited that **ES** will play an integral role and happy to offer our experience—and that of our international partner network—in this ongoing process." ■

by James Siever

# Keeping close and personal contact with users is in DALIM SOFTWARE's DNA.



Whether its staff from the start-up origin of **DALIM SOFTWARE** in Strasbourg University's basement, programming 1987 supercomputers, or young multinational IT talent joining year on year, we all share the passion for technology and the interaction with our clients. We meet regularly and gather in the most unlikely yet exclusive locations to present to our community, discuss and explore new technologies and solutions, defining together tomorrow's priorities. This year was no different, even when we had to take our favorite formats and adapt them to the era of digital events.

## "Welcome to DUO21 onAir"

During seven weeks, we used this sentence to welcome our hundreds of weekly attendees to our **DUO21** episodes. Some of you might be wondering what **DUO** is and what it means. The "**DALIM SOFTWARE Users Organisation**" is one of the major events every year and plays a crucial role for the whole ecosystem around the **DALIM SOFTWARE** company. **DUO**'s take place in the first half of the year and are the preferred platform for presenting our product range. We take the opportunity to interact with users and their customers, with whom we often share the stage. Keynote speakers include international companies and hidden champions alike, influencers, and visionaries.



**Alain Darling**  
Vice President Information Systems  
**Quantum Group**



**David Zwang**  
Consulting to the Print  
& Publishing Market



**Arnaud Bernhard**  
Technical Director,  
**Galilée**



**Alfredo Padilla**  
CTO,  
**Blanchard Systems**

## DUO21 #together from #anywhere

This year's **DUO** was our first one held as a virtual live experience where we gave our attendees the possibility to interact together from anywhere around the world. The tagline #together from #anywhere was there to symbolize the situation we all have been in for a year. Even though it can be different from country to country, from region to region, sometimes even from city to city, we can all identify a situation to those two words. Our social contacts have changed drastically. After one year, everyone has been able to experience a birthday, perhaps even their own, with family and friends in front of a camera.

In our working life, it is not different. Who would have thought a year ago at this time how much would change? Sure, we've had video meetings and praised mobile, flexible working. There were also days when one or the other worked from the home office, but everyday life was not like that. Not only did we as people have to adapt to the new situation very quickly, but our entire business processes also had to follow along and be mastered remotely with the help of specialized solutions. Our **DUO21** precisely symbolizes these changes and embraces them with open arms. In this virtual live experience, we wanted to: travel together from anywhere, discuss together from anywhere, interact together from anywhere. **DUO21** was meant to offer our participants a virtual live experience they will hopefully never forget.

## DUO21 wouldn't be possible without you!

We know that we must be thankful to our community, which we like to call our friends, for having the opportunity to hold such an event. Without them and our attendees, our tagline #together from #anywhere wouldn't make any sense. Therefore, we are proud and pleased to present you a compilation of **DUO21** highlights. **Scan now the QR-code below and enjoy watching.**



**Tony Medford,**  
Strategic Acc. Director,  
**Ethos Integration Solutions**



**Uwe Gassert**  
CEO,  
**Gaficon GmbH**



**Bill Tickle**  
Technical Director,  
**Born Group**



**Fleur Lim**  
Sustainable Development Leader for  
Packaging Business Unit,  
**DECATHLON FRANCE**



**Mario Garcia Yeste**  
Packaging Innovation &  
Sustainability passionate,  
**ISDIN**



**Uwe Melichar,**  
Packaging Expert,  
**Owner at Melichar Bros**



**Ed Zepernick**  
Executive Vice President/CTO,  
**Continental Web Press**



**Robert Fenikowski**  
VP Production and Publishing  
Technologies,  
**American Media Inc.**



**Jean-Marc Finot**  
Senior VP,  
**STELLANTIS Motorsport**




**Jean-Louis Dager**  
Director of Development **Michel Vaillant**  
& Founding Manager **Art Dynamics**



**Karen Phillipson**  
Creative Operations Manager,  
**Boden**



**Pat McGrew**  
Speaker, Facilitator &  
Communication Technology  
Evangelist!



A close-up photograph of a person's hand, adorned with a gold bracelet and a ring, turning a page in a magazine. The magazine is open, showing a page with a portrait of a man. The background is blurred, suggesting an office or studio environment.

<b>Company</b>	<b>: IGS-CP</b>
<b>Location</b>	<b>: Angoulême, France</b>
<b>Type of activity</b>	<b>: Prepress, compogravure, digital printing</b>
<b>Number of employees</b>	<b>: 32</b>
<b>DALIM SOFTWARE products</b>	<b>: DALIM ES</b>
<b>Reasons for purchase</b>	<b>: Centralization of editorial project management, color validation</b>
<b>Integrator</b>	<b>: Galilée</b>




# IGS-CP

the beautiful book in digital transition with

# DALIM ES







**“...we were one of the first in France to implement the Fogra 52 and 51 standards...”**

**IGS-CP**, a family-owned company, has been in existence for more than sixty years and, with 32 employees, works almost exclusively in pre-press for the largest French book publishers. **Cyril Béchemin**, Deputy General Manager, presents his company:

**CB:** We have experienced all the evolutions of the profession, from lead composition to the current digital. We are compogreveurs and, as such, we compose and lay out novels, legal guides, school books, in xml and InDesign, and provide all deliverables (PDF printer, digital book...) requested by publishers. We also have a traditional photoengraving activity, and digitize originals for children's books, comics and beautiful books (art books, exhibition catalogs). On this traditional activity (scan, chromatic retouching, image conversion), we were one of the first in France to implement the Fogra 52 and 51 standards, which are designed for azure papers. We have always maintained a technological watch to stay ahead. For the last two years, we have been printing small series on a digital press, and we have also been approved as “digigraphers” by Epson for two years.

### **Can you describe your mission at IGS-CP?**

**CB:** I am in charge of the operational management of the company and a large part of its commercial development. My role is also to look for new ways to diversify, to improve processes with the teams... General management is a global mission!

### **What issues led you to choose DALIM ES?**

First of all, we wanted to digitize the internal manufacturing process, to stop exchanging e-mails, to centralize corrections in ES, to be able to see and compare the different versions, to have traceability. In our company, there are “manufacturers”, according to the name given by the collective agreement, who are key positions between production and the customer. These people will collect the elements, analyze them and schedule them. They are in constant contact with the customer and will gradually switch their files from physical to digital. This represents a profound change of habit.

In addition, we realize that we are producing fewer and fewer color proofs (certified FoGra) and, in order to be more reactive and accelerate projects (the teams at the publishers are also fewer in number), we wanted to offer them the possibility of doing online color proofing, allowing the client to annotate images remotely, which he would control on a calibrated screen.

### What feedback can you give today on your use of DALIM ES?

We have started to deploy the second containment (Nov.-Dec. 2020), so we don't have a lot of internal feedback yet. On the other hand, we have deployed at some of our customers' sites and calibrated their screens, particularly for the production of covers, which require a fairly high level of reactivity. For this product, we sometimes need to be able to respond within the hour, but we are based in Angoulême and our customers are in Paris. Even if we have a delivery at D + 1 (all that is produced today will be tomorrow at the publisher's), we do not have the possibility, like a Parisian photoengraver, to deliver a paper proof within two hours. The online proof is therefore a solution to bring our customers more reactivity.

What also interested us was the ES interface, with its ability to assign roles. We can adapt to each organization: one person is authorized to validate, another has a right of review and can just comment, etc.

### How did you and your customers make the leap to screen control?

**ES** is a proven tool: its engine, in terms of color, is very powerful. However, we carried out numerous tests, because we produce the fine books of Albin Michel, Gallimard, the RMN or the BNF, and we have a certain requirement. These tests with our in-house colorists were conclusive, and then also with our customers, everyone was interested. Afterwards, it's a habit to get used to: you start by validating a color on both screen and paper, it's a different kind of intellectual gymnastics. Then the transition to screen-only control is gradually taking place. 4 to 5 publisher clients are currently involved in testing, including the BNF, Albin Michel and Gallimard.

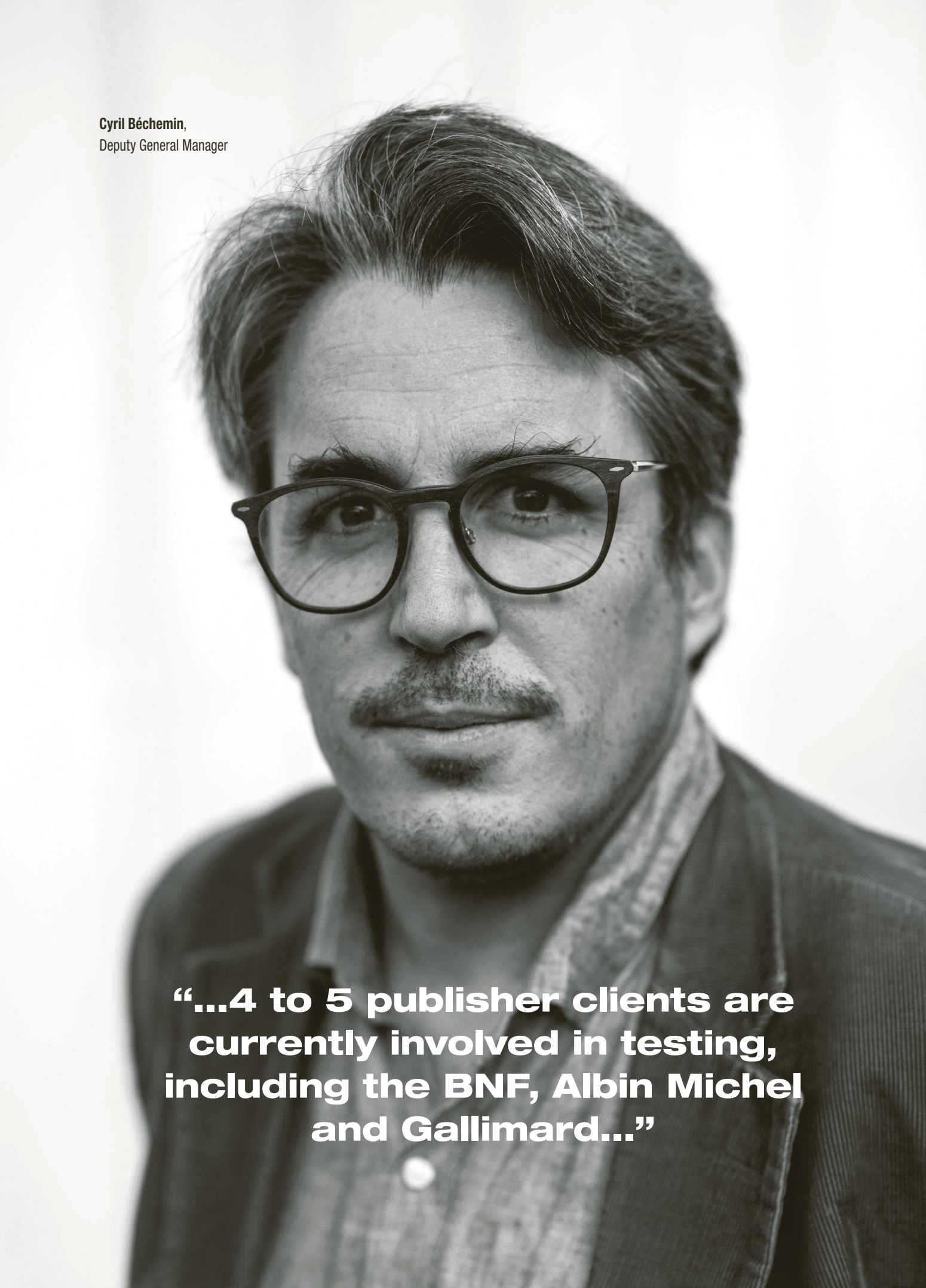


### What other advantages do you see in this platform for your development?

**ES** will allow us to diversify our activity, to go a little more towards other markets. Some public tenders ask for production platforms to accelerate the realization of their projects. **ES** becomes a commercial argument to work faster and more efficiently. Without necessarily going as far as color validation, which is a specific request, we can offer them centralized validation of documents, online posting of PDFs, annotation. These are very interesting tools to make a project work properly.

### Had you tested competing brands and, if so, how did DALIM ES win?

We had done a test with a competing brand. The trial was not at all successful, but it was not so much a product issue as a project issue. For **DALIM SOFTWARE**, we benefited from Galilée's advice upstream, thanks to Max-André Carru, who helped us define our needs and those of our customers. This reflection phase, involving the teams, allowed us to validate the specifications by refocusing on what was necessary for us. Many of our clients are also familiar with **DALIM SOFTWARE**, which has proven itself, so it's more a question of trust, both in Galilée's support and in this tool, in relation to the publishing business. In a project like this, of course the tool is very important. But there is also the support of the teams in the appropriation of the tool, and the support of the clients. How do you get everyone involved in a common goal of saving time, improving efficiency and reducing costs? So we took a different approach to the question, and Galilée helped us a lot with this part.



Cyril Béchemin,  
Deputy General Manager

**“...4 to 5 publisher clients are currently involved in testing, including the BNF, Albin Michel and Gallimard...”**





### What are the future challenges in publishing that DALIM ES could help to meet?

We are in the midst of new work organizations, accelerated by the difficult period we have just gone through, which has imposed telecommuting on a massive scale, but also by the logic of cost reductions, with the concentration of players. For these two reasons, having a digital platform like **ES**, and being able to propose to centralize remotely project follow-ups, seems to us an essential plus for the future. We have a “business” know-how, to which we must add a service value.

### In concrete terms, how will you sell this added value of service?

We will operate either on a flat fee per file basis or on a subscription basis, depending on the client. Some will use **ES** on a daily basis, for example for coverage validation, others for project follow-up. We will adapt our formula to each client. For us, the medium-term objective is to pass all project management and all our production through this platform, which is called **KROMIA**. And to be able to automate the production of deliverables fairly quickly, when our publisher customers want, for example, a cropped JPEG, a web PDF, etc. on archived images or on a project in progress.

### What is your conclusion on the implementation of DALIM ES and the future KROMIA platform at IGS-CP?

With the pandemic, we have digitized many processes, including our planning... We believe in this transition to digital technology, but everyone has to get used to it, and we are here to help them make the transition. ■

Interview by **Didier Destabeaux**

Pictures by **©Theo/SynchroX**

The background is a dark, textured surface with a network of glowing orange lines. These lines form a series of interconnected hexagonal shapes. Some hexagons are solid outlines, while others contain icons. The word 'AUTOMATION' is prominently displayed in a large, bold, orange, sans-serif font within one of the hexagons. To its right, the word 'TECHNO' is partially visible in the same style. Above 'AUTOMATION' is a hexagon containing an icon of a document with horizontal lines. Below 'AUTOMATION' is a hexagon containing an icon of three interlocking gears. The overall aesthetic is futuristic and technological.

**AUTOMATION**

**TECHNO**

# API First

Transforming Your Workflow

By David L. Zwang



Business processes and production workflows cannot be stagnant and need to evolve as the markets and technologies evolve. Understanding the need and creating an infrastructure that supports that is key. The good news is that the options are improving.

Facilitating the exchange of data between individual stakeholder processes throughout the supply chain ultimately drives manufacturing. The benefits of a connected value chain are significant. Imagine, a consumer ordering a customized product online, where the order goes directly to an automated manufacturing system without the need to have any discussion by the buyer or manufacturer. With the use of Application Programming Interfaces (API) this is not only possible, but advisable.

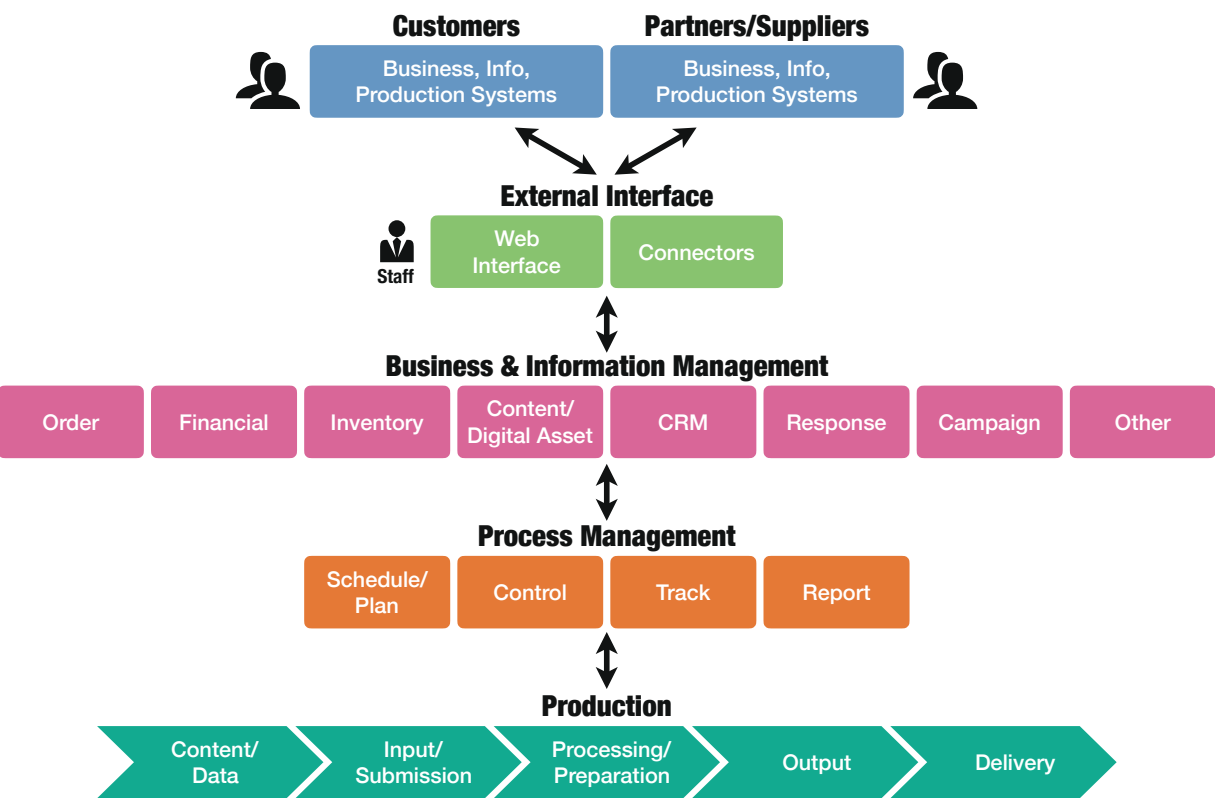
As a consumer, print services provider, equipment manufacturer or a supplier of support products and services how can you translate all of this into something actionable? Web2Print system implementations, which have

grown in adoption especially in light of the pandemic offer a small sampling of some of the benefits. However, even with Web2Print, which offers a semi manual way to place an order, someone needs to go online and place an order, which then could go to a procurement service like Amazon or directly to the manufacturing plant. But then what happens? Usually, human intervention or processing limits affect the immediacy of the order delivery to varying degrees. So, if you want to prepare your business for Industry 4.0 and all of the benefits of a connected value chain where do you start?

The diagram below is from the PRIMIR Transformative Workflow Study and provides a high-level look at a future proof infrastructure that will support the demands of current and changing market realities. Obviously, the devil is in the details, but this gives you a good idea of how you should be thinking about it.

The key concept is around cross process integration while preserving process modularity.

# Transformative Workflow Reference Model Overview



Source: PRIMIR 2011 study “Transformation Workflow Strategies for Print Applications”

Imagine each party in the value chain with one of these infrastructures. That could provide optimal control of procurement, manufacturing, logistics, etc. In a comprehensive value chain implementation, along with artificial intelligence or the increasingly available machine learning subset, products could be ordered 'just in time', with the manufacturing on demand. Fully optimizing operations and costs.

Of course, it really isn't that simple when you start to dig in, since there are a lot of disparate processes, equipment, companies, people, etc. As many of you know, and as can be seen in the charts above, connecting those individual pieces of equipment and processes in 'your' plant can be a challenge, especially if you have equipment from different manufacturers or older equipment. And that's just your plant. Since you probably have many different clients and service providers that you work with, they too have systems and processes that you really don't have any direct control of, yet they affect your operational performance.

### **Process Integration And Process Modularity**

In the diagram you can see the internally focused (identified by the beige background) task groupings; Production, Process Management, Business & Information and the increasingly important External Interface. You will notice that in each task group there is 'horizontal' integration between the task components. Likewise, you will notice that there is vertical integration between each task group.

Today, many of the business and print production 'workflow' systems that are available address at least one task grouping, some of them with provision for vertical integration. Examples include, Print MIS/ERP systems, print workflow systems, and 'full featured' DFEs that are married to each device. Most of these task group solutions do support limited vertical and horizontal integration, but not component task modularity. While this is a good start, as we look at future market requirements along with available and upcoming technologies, it is equally important that each of the components are modular as well. This modularity provides the flexibility needed to adjust to requirement changes with minimal effort and expense.

Many of today's 'workflow' infrastructure solutions are still focused on driving print to the specific brand of hardware of the solution developer. These hardware forward solutions are very limited in their ability to con-

nect disparate manufacturers hardware or software. A few of the hardware manufacturers do envision a much more holistic approach to the entire value chain process. Although, as it stands today, their solutions offer integration and modularity based on a machine or brand of machines, and limited vertical integration support through APIs. How modular or agnostic these solutions will ultimately become is yet to be seen, since compared to the other emerging agnostic platform technologies, their flexibility does seem a bit constrained.

### **So, is it even possible?**

In an ideal world, you would start with a clean sheet of paper, analyze market requirements, client system states, your plant needs and build an appropriate infrastructure along the lines of the transformational workflow structure previously described. While that may be possible for a select few, it isn't really an acceptable solution for the vast the vast majority of service providers. And even if you could do that, there needs to be an easier and more standardized way to communicate all of that data between internal and external systems and processes. The JDF/JMF standards initiative developed by CIP4 and implemented in many of the print production and print MIS systems is a good start, but it doesn't take into account the other standards and formats that exist inside and outside the print industry. There is a joke in the standards community that "standards are great, everyone should have one". Unfortunately, that is the case, and much like the Tower of Babel, that won't necessarily facilitate the level of data communication needed. Ultimately what is needed is more of a Rosetta Stone approach, which can translate and connect the extensive and disparate data forms, standards and processes.

### **Moving to the Cloud**

Increasingly we are seeing movement toward task modularity in light of the availability of enhanced cloud services across many industries. Many of these are standalone services with integration provisions, however we are also starting to see cloud-based infrastructure solutions that support agnostic service modularity. Good examples are Amazon Web Services and the Microsoft Azure platform, which support both developed applications as well as providing tools for creating tailored applications. These platforms provide uniform data exchange, so the vertical and horizontal integrations can be made ready and flexible. However, building a scalable production engine requires significant resources and expertise.

## Connecting and Optimizing the Processes

**DALIM DRIVE** is an agnostic stand-alone system that allows print service providers with challenging and disparate data and workflow requirements to quickly add very efficient prepress tools to scale up on demand to meet demand. It can be massively deployed and scaled indefinitely using either cloud (such as Amazon Web Service) or on-premises infrastructures, making connections to existing workflow systems using a JDF API-driven library of print production tools.

By offering the unique capabilities of **DALIM SOFTWARE**'s production workflow into a series of limitlessly scalable microtasks, **DRIVE** offers a web service that lets any print service provider upgrade any portion of their workflows that needs additional capabilities on demand. There are more than 100 tools available from **DALIM**'s extensive and proven application library that can be addressed through APIs and scaled without interfering with any existing production workflow systems.

**DRIVE** is easy for print service providers to use on a monthly basis, selecting only the required tools that are needed for special projects. **DRIVE** can be scaled to match any load or speed requirements. This lets IT teams guarantee the continuous feed of files to both the pressroom and web/online services, without effort.

## Preparing for today and the future

Almost 25 years have passed from the introduction of some of the original forward-thinking digital production workflow concepts, and we are starting to see real progress toward the ultimate goal of an infrastructure platform that supports component task-based modularity and uniform data exchange within a production environment and across the entire value chain.

Building a future proof infrastructure is critical for the long-term survival of any print service provider. As someone who has worked with both manufacturers and print service providers in implementing these types of solutions, I can safely say that there is more to it than what meets the eye. But that shouldn't stop you from future proofing your infrastructure, since a good infrastructure will be flexible enough to adapt to any change in direction of your business. ■

# INGEST

Tons of files, multiple formats

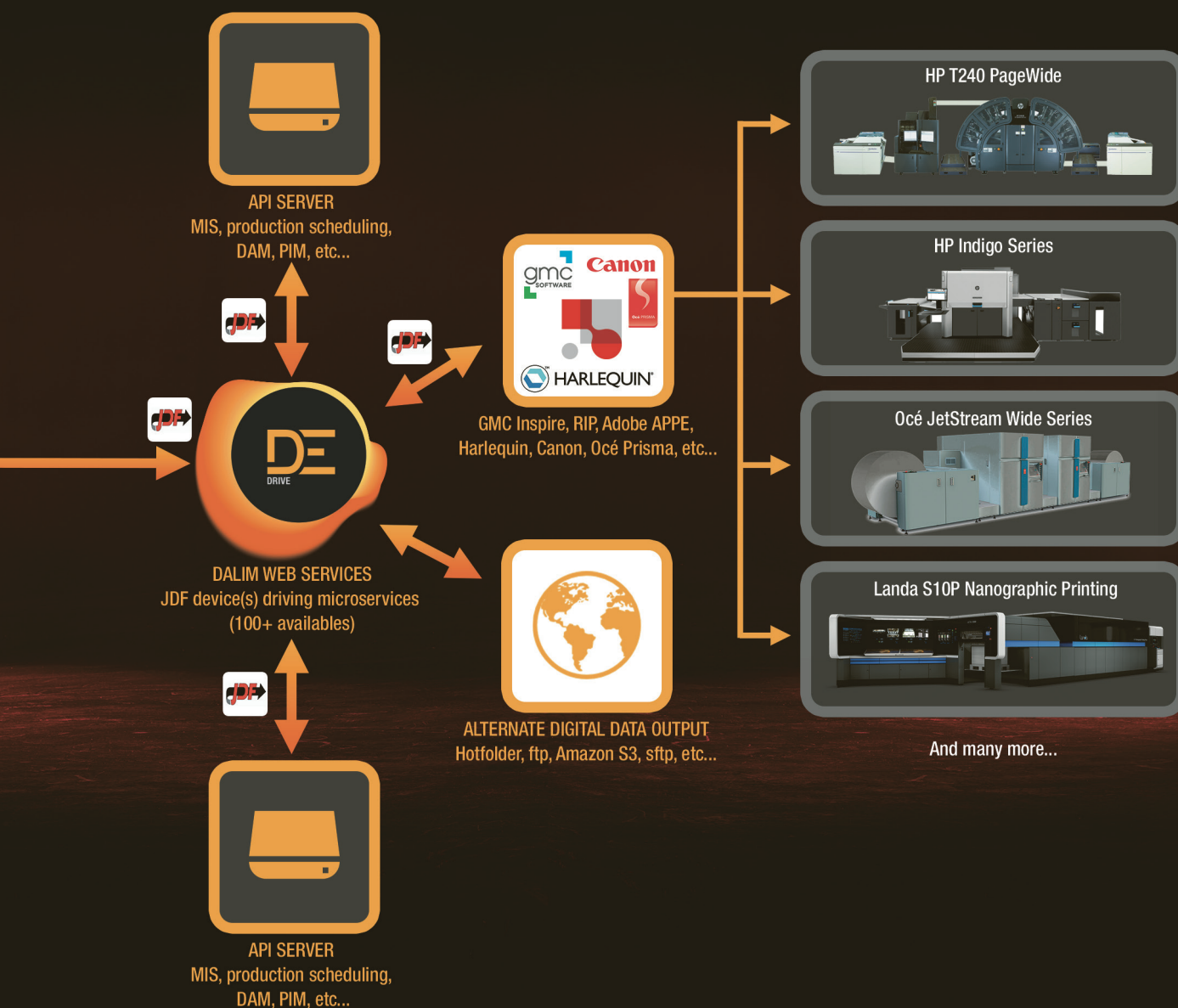


# PROCESS & SCALE

More than 100 microservices availables

# Output

On any hardware or digital device



# WRIGHT BUSINESS GRAPHICS' PREPRESS EVOLVES WITH DALIM TWIST

**F**ounded in 1970, **Wright Business Graphics (Wright)** began as a two-employee print shop focusing on business form printing in Portland, Oregon. In July, 2018, **Wright** was acquired by Ennis, Inc., headquartered in Midlothian, Texas. Today **Wright** has evolved into one of the West Coast's leading suppliers of printed products, offering a wide range of products and services from facilities located in Oregon, Washington and California, where the company focuses on business forms and checks, folding cartons, digital variable data printing, commercial offset (such as annual reports and brochures), envelope printing, and direct mail.

*"We have a team approach to taking care of our clients throughout the entire production process, providing constant communication, clear answers and more control over their jobs,"* says Eric DeRoos, Director, Premedia, **Wright Business Graphics**. From concept creation and CAD design, to full premedia and print production, through die-cutting, folding and gluing, as well as warehousing and fulfillment services, all phases of production are in house; not outsourced.

Before the Ennis acquisition, in 2017, **Wright** brought on Kevin Shahalami, who had previously built a **DALIM TWIST** workflow for another company, to advise as a technical consultant and mentor for DeRoos. They ran prepress, building an automated system combining **TWIST** and a Xinet DAM, exclusively for their new wide format division, for a year. "That is how I began to work with Danny Cox of Bay Digital and learned all about **TWIST**," remembers DeRoos. "While I had been exposed to other workflows, Bay Digital made a big difference because they not only trained me, but built examples to help. Bay Digital has been the best partner I have ever worked with, bar none—and that is not meant to disparage anyone else. They have just stepped up to assist with whatever challenge we've thrown at them."

## A CHANGE FROM WIDE FORMAT TO JUST ABOUT ANYTHING ELSE

In 2018, when Ennis invested in the company, the wide format division was sold. But, **TWIST** was retained and automated workflows were infused elsewhere. *"We do quite a variety of work,"* remarks DeRoos. **Wright** has four manufacturing sites; two in Portland (a forms division at corporate HQ and a folding carton/commercial/digital division four miles away), one in Kent, WA and in Chino, CA. **Wright** corporate headquarters produces line hole business forms and commercial products on narrow web presses. The building in which DeRoos works makes folding cartons, commercial, digital and direct mail. DeRoos oversees the management of **TWIST** workflows for all divisions from his office in Portland. **TWIST** is primarily involved with the two Portland divisions along with the workflow's 'tentacles' inside the Kent, WA facility. In Kent, **Wright** produces commercial, forms and envelopes on offset, digital, narrow web and jet presses.

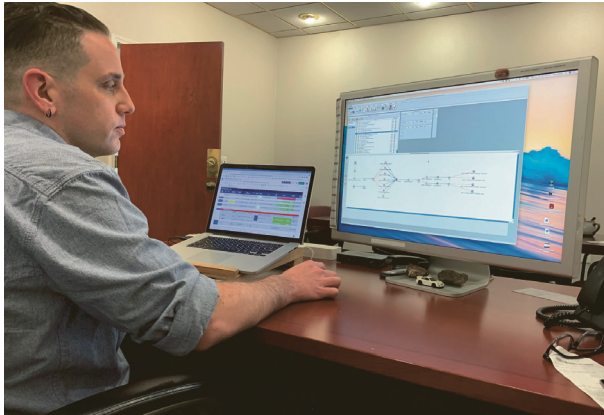
Everything in some capacity runs through **TWIST**. *"One example we use **TWIST** for is to help automate and govern file processing and routing so only normalized production files are ever used for proof and press delivery,"* says DeRoos.

In a sense, DeRoos operates a streamlined, efficient hub-and-spoke prepress department for many of the facilities' needs. He is in the middle to blend prepress within each production workflow. *"We have all these tools in the Portland area, but we can utilize them anywhere to add significant efficiencies company wide. The ever elusive 100% hub-and-spoke model is closer than ever."*

# STANDARDIZING IMPOSITION OF ENVELOPES

For envelopes, the workflow is now almost 100% automated. Before, one person oversaw the entire process manually; particularly imposition. DeRoos wondered, ‘*Why is all this necessary?*’ He devised a process where all incoming jobs were standardized with a filename convention. The name contained a job number, description, and envelope and press identifier. “*We identified 65 envelope styles and two press configurations, and created IDs for each. In doing so, we were able to create a workflow that automates preflighting, color management, PDF proof delivery, and imposition—then ingests them into our plating queue*”, explains DeRoos. “*Removing all of these manual steps reduces tribal knowledge and has allowed our talented operators to work on more meaningful tasks.*”

THEMAGAZINE 26



# STANDARDIZING FORMS PREFLIGHTING

The corporate HQ facility does 100% of their preflighting through **TWIST**. If an incoming file passes preflight, **TWIST** tells the CSR, outputs a spec sheet for the planner, and triggers a standardized folder set ready for the job to become live.

# WHEN PROOFS LOOK THE SAME, THAT'S GOOD

**Wright** favors consistency for its customers, no matter where or how a product is produced. Whatever the product is, they do not want their proofs to look different. “*While all of our plating jobs ultimately end up on another workflow we’ve used for twenty years, we let **TWIST** handle all of our proof standardizing. **TWIST** takes the files, pulls out job metadata like P.O. numbers and document specs, and sends proofs to the customers that are always formatted the same,*” notes DeRoos. “*In that way, **Wright** customers are assured of consistency and are getting the same customer experience, although the files are prepared by different systems, and printed in different facilities.*”



## SAVING HOURS OF TIME

**Wright's** biggest customer over the past forty years is a large financial company. For one continuing project, postscript files were delivered daily via email from four company systems. *"It took on average forty minutes a day to convert them to clean PDF files, reversing them from positive to negative. The files then were ganged and imposed manually,"* says DeRoos. *"We had something break internally, and I was asked to help. I configured **TWIST** to also act as an sFTP server and worked with the customer to modify the file delivery method so that files did not have to be delivered manually via email. Now, **TWIST** batch processes the files twice a day per our schedule needs, and automatically sends them to our Xinet server, where they are immediately released for a specialized plating process."*

Another time, a few months ago, **Wright's** biggest folding carton customer—a print broker—requested we alter our PDF proof formatting to include extended job specs for their own folding cartons customers. It would have required an extensive process of manually typing job specifications—sometimes spending an extra thirty minutes or more per project. In short order, DeRoos developed a **TWIST** queue to take care of each proof on the fly. There were no prepress touches required, and it was versatile and adaptable.

## A VERSATILE WORKFLOW

DeRoos likes **TWIST** because of its versatility and scalability. *"It is very workflow agnostic and 'plays nice' with other solutions. It is adaptable and agile, where we can build a workflow for just about any need,"* comments DeRoos. *"It is exciting that we do not have to be stuck with a canned way of doing things. In my experience, **TWIST** has proven to be a true Swiss army knife in our industry."*

*"In addition, it is user friendly once you get used to it,"* adds DeRoos. *"Every day we are evaluating the need for new automation. I am responding to challenges at least once every month. Right now, we are looking at ways to integrate **TWIST** with our B2B storefront via XML and metadata routing as well as looking at ways to augment our 3D proofing capabilities. And, as a Linux system, it's near bullet-proof."*

**TWIST** has also been helpful while working remotely. DeRoos has been able to oversee his workflows, even though he has worked remotely much of the time during the peak COVID shutdown. Nothing has changed. And, while staffing during COVID has been difficult, they still do not have any problem with capacity. In fact, as work has scaled up, they have not needed to ramp up staff.

Sums up DeRoos, *"**TWIST** is essential in this day and age. Look at what **TWIST** and Xinet have done for us. It's like the Matrix. We took the red pill, which has opened our eyes and let us experience everything **TWIST** can do. We'll never go back to where we were before automation."* ■

# thelab

A successful proving ground for efficient, collaborative and production workflows with **DALIM ES** and **DALIM TWIST**

THEMAGAZINE 26



**thelab** (www.thelabnyc.com), a creative advertising and production partner headquartered in Brooklyn, NY with offices in Los Angeles, CA and Orlando, FL, is a hard-working and full-service partner, delivering quality service and solutions for clients and agency partners. The agency solves creative problems as a multi-disciplinary collective with strong production capabilities as its backbone. Their designers, editors, writers, artists, technologists, strategists, and dreamers collaborate to make cool stuff. **thelab** has direct relationships with retail clients and agencies. They do everything, from print and online (including websites and e-commerce), to national advertising, ecommerce to in-store collateral/POS materials—including an inhouse photo studio.

The company is a very long-time **DALIM TWIST** production workflow user, but also a seven-year user of **DALIM ES**, to help with collaboration and the review cycles.

David Tschida, **thelab** studio manager



Along the way, since 2004 their reseller, IO Integration, has been instrumental in the implementation of **DALIM SOFTWARE** solutions. “They have been our integrator since we installed **TWIST** back in 2004. IO Integration always responds quickly. We have had a long relationship with them, and we really consider them a partner, not just a vendor,” says Steve Ting.

It’s really enlightening to see how **ES** and **TWIST** continue to deliver to the efficient operation of **thelab**.

## **DALIM TWIST workflows morph with more production demands**

**thelab** uses **TWIST** for all of their print production work—any pages needed for final print ready output, as well as many other forms of final output. One of the primary purposes of **TWIST** is to preflight files, from both outside agencies as well as the inhouse creative department, and make sure everything is technically correct for output—for example, color profiles and resolution. **TWIST** produces everything for **thelab**—for output to the press as well as lo-res files for client approvals.

“When files arrive we do the initial preflighting in the file creation tool. We still rely on **TWIST** to preflight at the end of the process, to make sure that the files are print ready. Many times the more technical details get missed, like the exact color profile or the resolution of images in the layout,” notes David Tschida, **thelab** studio manager. “If something turns red or purple in the layout from preflighting, we know we missed it.”

“When we need to send proofs, sometimes we need them scaled a certain amount, and the client wants to see the amount of scaling marked on the proof,” adds Tschida. “**TWIST** automates the scaling of proofing files and produces slugs on the bottom to show the scaled percentage.”

**thelab** also needed a platform to output JPG files along with the required PDF files—for client approval or online use. Sometimes **TWIST** outputs different crops of PDF files. “Some clients don’t like to see the slug or trim boxes. It confuses them,” explains Tschida.

“We have two clients for whom we use many aspects of **TWIST** to service them,” explains Tschida. “They require many different things for every one of their projects. For one client, we do a lot of POS work. They need many different scaled proofs and have lots of requirements about the information in the slugs and what they see. They also require many different types of output, like PDFs and different cropped jpgs. I am not sure we would be able to do all of their work and meet their deadlines without **TWIST**.”

**TWIST** now does a lot more things for **thelab** beyond getting files ready for output. for example, it helps their photo studio. Sometimes studio operators have asked for automated help to do tasks that would save time. **thelab** has also added branches or new workflows to create other things.

I like the convenience of **TWIST**. We can drop files into it, forget about it, and it does everything without needing to babysit the jobs—and it always works very consistently. You always know what you are going to get.

We can drop it and forget it,” comments Tschida. “It’s also easy to create and edit workflows. I am a big fan of the graphic interface of the workflow editor. It’s an intuitive way to build a **TWIST** workflow. It visually shows the workflows the same way that I imagine them.”



Steven Ting, director of IT at **thelab**

“**TWIST** made our department more efficient,” reports Tschida. “We can handle a much greater volume of work with the confidence that the quality will be there. It takes away redundant tasks”

## Using **DALIM ES** to deliver online proofs and provide collaborative review cycles

While **thelab** had been using **TWIST** for years, they did not have an automated approval system, which caused problems at times. **thelab** was typically sending manual



<b>Company</b>	: <b>thelab Group</b>
<b>Location</b>	: Headquartered in Brooklyn, NY; offices in Los Angeles, CA and Orlando, FL
<b>Type of activity</b>	: Creative advertising and production partner.
<b>DALIM SOFTWARE products:</b>	<b>DALIM ES, DALIM TWIST</b>
<b>Reasons for purchase</b>	: <b>DALIM TWIST</b> : Print production, especially preflighting and normalizing files. <b>DALIM ES</b> : Online proofs and collaborative reviews.
<b>Integrator</b>	: <b>IO Integration</b>

email messages with attached PDF files for approvals—or anything possible to get approval from a client.

**It made sense for them to look at its sister product, ES.**

Of course, we knew about **DALIM SOFTWARE**, including the flexibility and how their solutions worked,” recalls Steven Ting, director of IT at **thelab**. “We knew they create tools for different tasks.”

**thelab** has been using **ES** to automatically deliver email notifications for reviews and approvals. “With automation, **ES** has helped us with its hands-off approach,” states Ting. “There is not as much churning down approvals, and notifications are automatic.



Using **TWIST** to produce consistent PDF's and **ES** for approval, we can fulfill production requests and approvals in a matter of minutes as opposed to hours—or even days.”

For example, **thelab** has built a number of workflows representing different regions for its largest client. The jobs have different filenames that direct the workflows to different regions—and different review cycles. **TWIST** has already been used for production. Now they can approve the content, through **ES**, as well.

“The primary reason we secured one of our new clients was that we had an approval system like **ES**. They picked us because we sold them on our online approval automation system,” reveals Ting.

“I like the flexibility of the back end of **ES**. Whatever you think of doing, the tools are there,” expresses Ting. “We’re not locked into any one thing. A good integrator is essential to using the right tools to build a workflow. If it is not working the way you want, you can see it and try something else.”

“Besides the approval process, we were also interested in the DAM aspect of **ES**,” mentions Ting. “Approved files are kept, and **thelab** does hold historical files in **ES** that clients can access, if desired.”

## A seamless transfer during the pandemic

With **ES**, the best news is that there has been no change in how things have been done during the pandemic. “We were running the whole time,” says Ting. “It’s been seamless. People just upload files at home.”

**TWIST** has always been smooth, and it’s been a seamless transition for working at home because it is browser based. We did not have to scramble to find a solution,” adds Tschida.

While **thelab** has no specific future plans for **ES** and **TWIST**, they are still aware of their capabilities. “For any specific requirement a customer might have, they are always in our back pocket. **ES** is powerful and flexible. It can do as little or as much as you want. All you need is a good grasp of the capabilities,” affirm both Steve and Dave. “**TWIST** and **ES** are powerful automation tools not really constrained by anything but your own ideas. It can even do things for you that would not strictly be considered as production tasks. It does everything.” ■



# Allied Printing evolves as the industry and the world changes, with DALIM ES

**E**stablished in 1949 and based in Manchester, CT USA, **Allied Printing Services, Inc.**, is a full service commercial printing company. From its first 150 sq. ft. location in 1949, Allied now operates out of a 300,000 sq. ft. modern facility designed specifically for its sophisticated needs, on a beautiful 30-acre campus. They are a third-generation family owned business managed by the grandson of the founder, current President John G. Sommers, Jr. They are one of the largest family-owned commercial printers on the East Coast—and their growth places them among the top 50 printers in the United States.

**Allied** features an extensive array of prepress, offset web and sheetfed printing, digital printing, finishing equipment and fulfillment solutions – all under one roof. They service a broad base of customers, including financial, healthcare, education, manufacturing, pharmaceutical, automotive, biotechnology, travel & leisure, and retail companies.

**Allied** has always been on the cutting edge of technology. When they first installed **DALIM TWIST** their fiber and storage technology could only be matched

by NASA. Since the last time we spoke with them—four years ago in issue 22 of **THEMAGAZINE**—they still are at the vanguard of print applications. Just as important, they have been a loyal **DALIM SOFTWARE** customer, relying on **DALIM TWIST** and **DALIM ES** to maintain their advanced role in the industry.

**Jonathan Kaufman, EVP**, had said, “Prepress is so integrated upstream to customers with soft proofing and ingesting digital assets, so we still rely on **TWIST** for the heavy lifting. **ES** has been the best choice for the customer-facing software offered by **Allied**. I don’t see any reason to change systems.”

Early on, to secure job approvals, **Allied** sent hard copy proofs (for imposition) and Epson color proofs to their customers. However, over time PDFs became more acceptable as approval documents. They could be emailed, allowing for a much faster process. “We required a good solution for virtual proofs. We were typically using email or ftp for delivery. We had to meet the immediate turnaround times our clients expected, especially with quick digital work,” says Jim Morse, VP Pre-Media Integration.

“Unfortunately, PDF files are not the best media for proofing. Fitting a PDF file in an email message can necessitate a smaller file, which might not be representative of what we send to the press,” notes Kaufman. “We also work with many of the large healthcare and pharma companies, necessitating in an enormous emphasis towards data security and content integrity. Email is not secure.”

**Allied** conducted its due diligence, searching for a better collaborative tool, eventually selecting **ES** (at the time, **DALIM DIALOGUE**) ten years ago. With **Allied**’s relationship with **DALIM SOFTWARE** and their reseller, **IO Integration**, it was a natural progression. They already had an infrastructure in place, and Jim became the architect for deployment. “We knew the systems were going to play well together. We didn’t need any nuances that could cause difficulties,” voices Morse.

**IO Integration** facilitated the installation. “My experience with them has always been fantastic. I can’t say enough good things about **IO Integration**. We just went through a remote upgrade to the server. They did an exceptional job,” declares Morse.



Company	: Allied Printing Services, Inc.
Location	: Manchester, CT USA
Type of activity	: Full service commercial printer
Number of employees	: 400
<b>DALIM SOFTWARE</b> products	: <b>DALIM TWIST</b> , <b>DALIM ES</b>
Reasons for purchase	: Complete automated workflow, file delivery system, customer-facing solution for virtual proofs
Integrator	: <b>IO Integration</b>



“**IO Integrator** is a very mature vendor. Their integration process was an education for us. It focused on the exploration of our goals—the purpose of installing **ES** and how to customize it for our requirements. They also understood the demanding time frame of the implantation and deployment,” remembers Kaufman. “That was the heavy lifting. The process to bring **Allied** up to speed also hinged on Jim’s ability to navigate, manipulate, train and deploy that system for **Allied**.”

Morse, **IO Integration** and **DALIM SOFTWARE** were able to conduct **ES** trials offline on a test bed server in a sandbox. It made it easier and less obtrusive to work out all of the kinks, without being online or deterring work in process inside the facility. The sequence of installation events helped everyone to come up with the right solution for **Allied**. “We understood that once we announced this capability to the sales and marketing team, we needed to be ready to hit the ground running. Doing so during a pandemic, when customers were looking for these capabilities, made it even more urgent,” comments Kaufman. “The process we went through was very prudent. We used our prepress and proofreading departments as our first ‘customers’, and verified our internal workflow before going live.”

“**TWIST** and **ES** have a reputation of flexibility. We need it for our diversified customer base. It has been great to customize **ES** for each customer without forcing them to fit our mold,” adds Morse. “For example, one of our customers uses a very different naming convention and folder structure that we would use in our shop, but were still able to relate it to how we work.”

“Digital printing has grown to 20% of our revenue along with a greater number of jobs. The increased volume was an impetus to install **ES**,” notes Kaufman. “A great deal of digital work goes through **TWIST** and **ES**. Because of the nature of this work, we cannot permit as many touches as conventional print processes. The workflow needed to be streamlined. **ES** gave us a vehicle to make that happen.”

“Together, there are fewer touches in the shop because we need to focus on costs to do digital work profitably. The heavy lifting using **TWIST** and **ES** tools together accelerated production, reduced man-hours and increased throughput,” adds Morse.



File integrity and tracing is also very important. HIPPA, for health care companies, is by far the highest standard for security, and **Allied** is able to abide by those standards.

### Just about every deployment is customized for the customer.

Any customer installation goes through an extensive collaborative process. At first, **Allied** conducts a thorough discovery phase. They decide who gets access to the system. Then they spend time building it out to work best for the customer—while still fitting into internal workflows. Morse oversees that deployment.

“We try to push out best practices to our customers, but each individual customer still has its own requirements. Customers can be very specific about what they want to see at their facility,” explains Morse. “That’s the beauty of **ES**, because **TWIST** is the backbone. For each customer there are still ways to customize the review cycles. Some are delineated by specific brands or brand extensions. Some rely on a naming convention or drop files into specific folders earmarked for specific workflows. Customers will ask for some changes and, when they see the power of **ES**, they ultimately desire to make it even better.”

One of **Allied**’s needs was to create a customer facing portal to convey jobs into their facility without any human touchpoints. To do this, **Allied** manages an established library of 1,000 different PDF files for a customer. Using **TWIST** they upload these files and preflight and color correct them to an established color library that **Allied** built. They also clean up fonts and correct the number of pages for a book, if needed. **TWIST** finds the right file in **ES** and delivers it to the press with a job ticket. It happens throughout the day, every day.

**Allied** creates a broad range of commercial printing and packaging with **ES**: web, sheetfed, and digital. “Deployments are not exclusive to a specific type of work,” reveals Kaufman. “What is important is the ability of the customer to get access to our facility and to feed us work— to efficiently interact with them electronically.”

Customer sales reps (CSRs) appreciate **ES** because it provides them the exact status of every job within the life-cycle. Notifications assure, instantaneously, that everyone is on the same page. CSR, sales, production, customers, and inside staff are all notified immediately when any specific level of deployment is triggered in **ES**. Before, it would have been through email, phone calls, or text messages. Anyone can see the text threads, mark ups, and visual comparisons within **DIALOGUE** soft proofing—and who has made any revisions.

### The need for a more effective workflow away from home

While **Allied** installed **ES** four years earlier after previewing it at Drupa, use of it flourished during the past year as the pandemic accelerated that path.

“The pandemic accelerated our work from home,” recalls Kaufman. “We needed an effective, collaborative solution because we were designated as an essential provider for our pharmaceutical, utilities, and health care work. We have been operating around the clock throughout the pandemic. During those uncertain times the world went crazy and we needed a way to support everyone. Customers who are using **ES** are dispersed throughout the world. We needed to reach customers without relying on FedEx, UPS and the postal service. We adapted to every situation that was thrown at us,” comments Kaufman. “While Jim was the natural choice to get **ES** up and running, the extraordinary part is that Jim has been working from home during the pandemic—as have **Allied**’s customers. You couldn’t have come up with a more difficult scenario to expect major issues. But, none occurred.”



Morse's implementation of **ES** sustained the flow of work into the facility. He and IO Integration spent hundreds of hours getting customers up and running. Although he was outside of the shop—and the customers were outside of their offices—**Allied** was still a manufacturing facility cranking out work they never experienced before. "Basically, the pandemic created a 'have to use'; not a 'want to use'," adds Kaufman. "Without **DALIM SOFTWARE's** support, it would never have happened. There was no solution that could bring to bear the firepower as quickly."

### Through the pandemic, business was still brisk

Even through the pandemic, **Allied** was still very busy. "One of our largest customers sends us hundreds of letters every day. They are 100% inspected by a team that logs into **ES** each morning. The files are reviewed in a couple hours, and we print and mail all of them every afternoon. The only reason we picked up that job was because of **TWIST** and **ES**. We don't know how else it could have been done," reports Morse.

"We also took on a large healthcare provider, hinged on using **ES** as the interface between the us and customer, sending and receiving work. Without it we would not have been able to accept that work," describes Morse.

"They work in pods—small groups. People can move from pod to pod, but I can change them very quickly and add more pods as they increase. The customer also uses **ES** as a collaborative tool, in addition to interacting with **Allied**. It's another approach to go upstream with their customers to build a more secure relationship."

As **Allied** continues to grow its business, its use of **ES** will grow. They just installed a more robust server and added bandwidth to handle the use that continued to rise during the pandemic.

"What attracted us to **DALIM SOFTWARE** all those years ago was scalability. Over this past year **ES**, with Jim's direction, has shown us that we can still scale. That, and the robustness of **TWIST** and **ES**, enabled us to effectively handle the pandemic," reminds Kaufman. "We were using it for only a couple of customers—to literally hundreds of customers and thousands of jobs—in a short period of time."

Morse and Kaufman concur, "**ES** can customize everything for our customers, the way they want it. The partnership between **Allied**, **IO Integration**, and **DALIM SOFTWARE** has resulted in a great team for decades, and will continue to thrive into the next decade." ■



# QUANTUM DALIM SOFTWARE

**CONTENT PRODUCTION SOLUTION**

# JOIN US

## MEET OUR CALENDAR

**#together from #anywhere**

Despite the current conditions, we are continuing our road and going to meet you all over the world!  
Discover our 2021 calendar and come and join us at our events:

**SEPT**  
16-17



### MEET & GREEN

KEMPFERHOF GOLF - PLOBSHEIM  
FRANCE

Come to meet and play with the **DALIM SOFTWARE** team, but also DECATHLON, the Council of Europe, Galilée, KPMG, and the CCI Alsace Eurométropole on the Kempferhof Golf Tournament!

**SEPT**  
27-29



### LUXE PACK

GRIMALDI FORUM  
MONACO

Accompanied by our partners, packaging experts, join us at this strategic international meeting of reference for luxury packaging! Look good and move fast with us!

**OCT**  
04-09



### CORSICA TOUR

AJACCIO - PORTO - BASTIA - BONIFACIO  
CORSICA

The **DALIM SOFTWARE** team participates in the Historical Tour with our customer Splashlight! Follow our race and our adventures in Corsica!

**DEC**  
06-10



### WWTM 21

STRASBOURG  
FRANCE

WWTM is back! Join us remotely or physically we hope, as we mastermind the technology innovations in our products and for the future of our industry!

More info on [www.dalim.com](http://www.dalim.com)  
Contact: [mktg@dalim.com](mailto:mktg@dalim.com)

# For BORN Group it's what's under the DALIM ES hood that counts

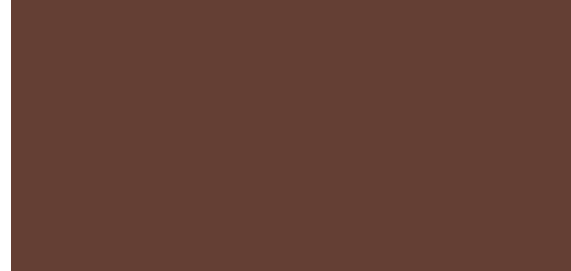
THEMAGAZINE 26





While many companies talk about the wide set of features within **DALIM ES**, there is something else to it: a very powerful engine underneath the hood. The **BORN Group** finds this foundation extremely valuable while working with brands to build new digital architectures.

Connecting creative, content and commerce, **BORN Group** is an award winning, global agency that helps brands with digital transformation. The **BORN Group** is more than a global digital agency. It is an experience architecture that **BORN**, a Tech Mahindra company, produces with unique brand experiences by connecting ten specialisms that serve as the foundation of the digital economy: creative design, content production, commerce enablement, conversions (visitors to customers), cloud technology, cognition (analytics), cohesion (integrating all the systems), consulting and completeness (connecting brand experiences) across all channels. The firm operates in USA, EU and Asia.



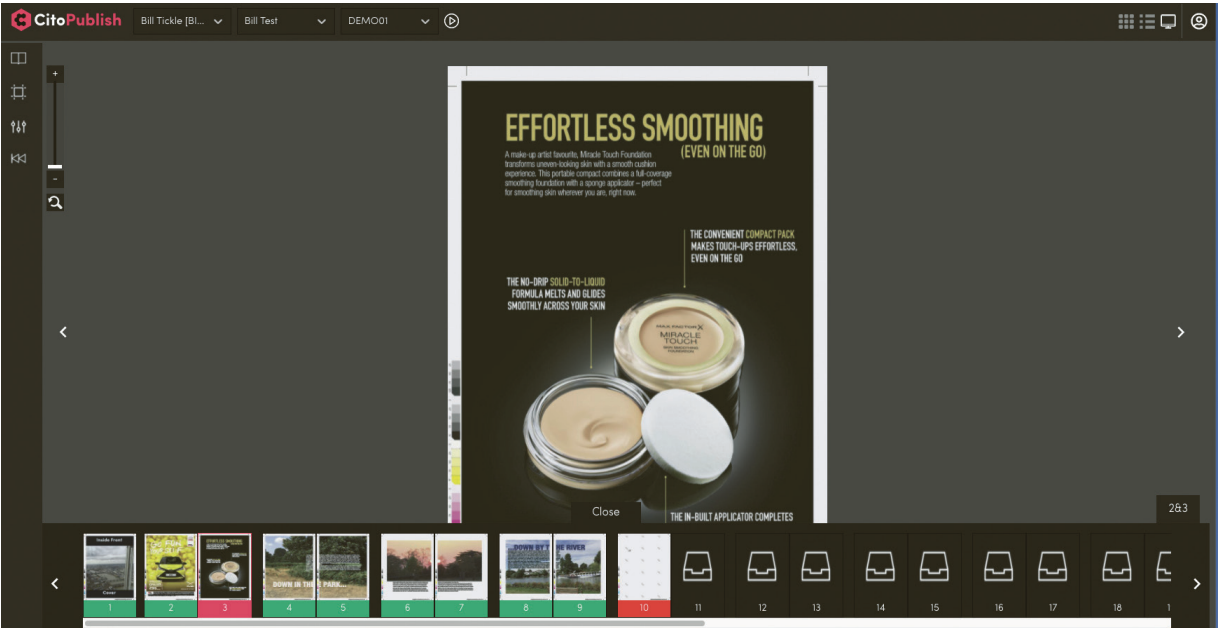
**BORN** started as a prepress company, Coloursystems in the 1980's, evolving into Fresh Media Group (FMG), a very respected agency that primarily serviced most, if not all, large magazines, newspapers, and book publishers in the UK. They merged with an award-winning creative e-comm agency called Pod1, giving them a presence in North America and became **BORN**. Since then, **BORN** has evolved and adapted to the ever-changing content marketing communications needs of its clients. It started its journey to help brands move from traditional channels of consumption to newer digital ones without stumbling over the entry hurdles presented by the new economy. **BORN** creates engaging assets that are linked to a brand's content strategy, enabling their UX & design teams to produce award-winning creative assets that flex across devices and channels seamlessly.

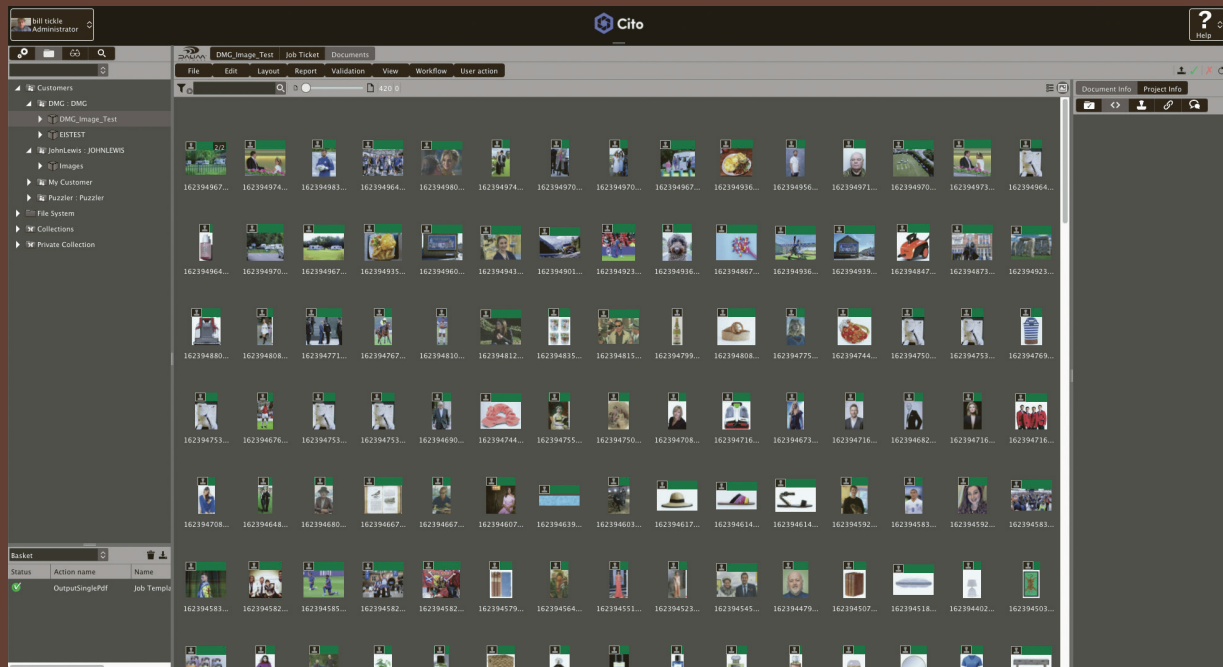
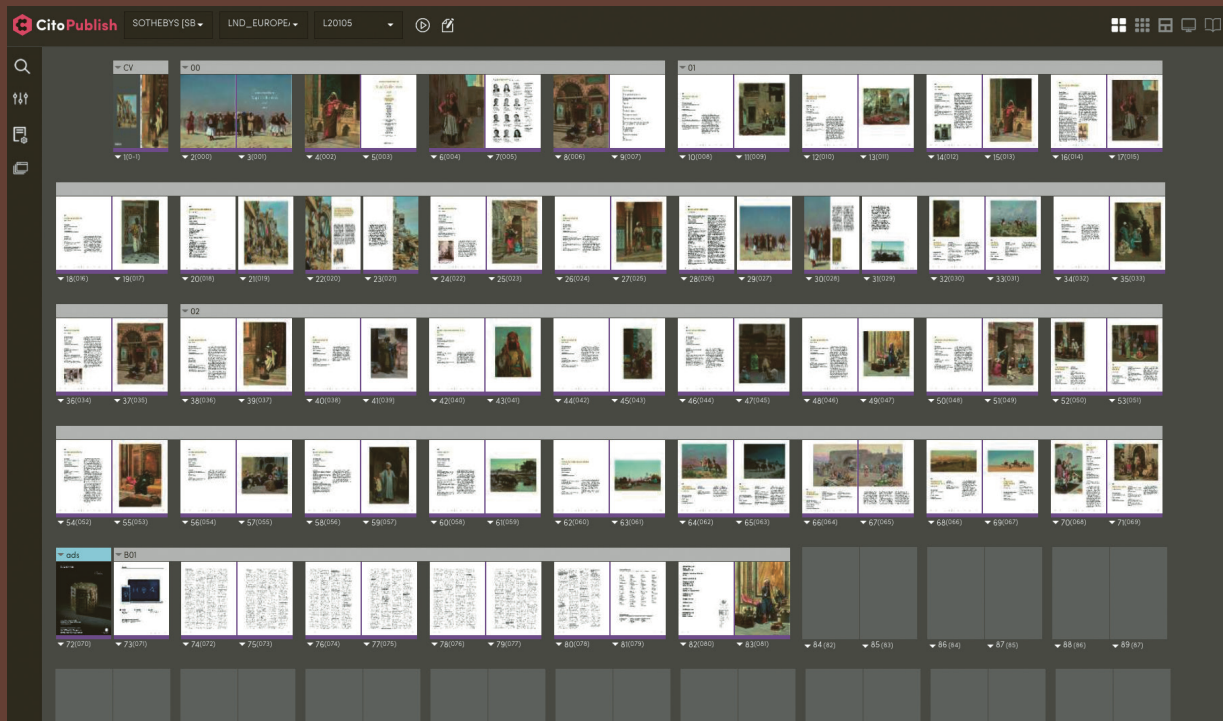
THEMAGAZINE 26



**Bill Tickle**  
Technical Director of  
the content division  
**BORN Group**

“We are an amalgamation of two organizations—**FMG content company** and **Pod1**, which provided the e-comm expertise,” says Bill Tickle, Technical Director of the content division. We do content work and old-school repro along with more content focused management projects and a good amount of transactional work. Much of it is simple retouching and brand management. We are particularly helpful for companies that need more web-based marketing than brand focus. We are more like an engineering tool for companies.”





Born has a long history with **DALIM SOFTWARE**. “Ramesh Patel, Partner & Managing Director – eCommerce, and previously CTO of **BORN**, was Technical Director of Turning Point Technologies, at the time a major reseller of **DALIM** products,” recalls Tickle. “Our people have worked with **DALIM TWIST** and **DALIM DIALOGUE** for more than twenty years.”

For what **BORN** does, **ES** is not always a perfect fit in terms of many of the services it offers. However, it still has considerable value for them. Over the last three to four years, **BORN** has started to rein in R&D. Security compliance is becoming expensive. They had to rewrite their custom-built system because it was not GDPR compatible. There was a lot of Flash

programming to rewrite. “We made a decision that we needed to refocus on one really good, reliable engine that could underpin everything we do, and allow us to create our own requirements,” notes Tickle. “That was **ES**. **ES** has APIs for our own software. When we visited the **DALIM SOFTWARE** developer’s conference and saw the roadmap, it encouraged us to use it. **ES** is the kind of tool we wanted, and more.”

**BORN** uses **ES** as an engine underneath its products. “While **ES** has great production tools, we needed a product that was more editorially focused, which became our Cito Publish VIP service,” explains Tickle. “When ported to **ES**, we took the metadata and workflow and milestones and put a React interface on top of it. It looks like our old tool.”

**BORN** needed to centralize an enterprise e-class content workflow production system. At the moment, **BORN** is using **ES** for digital asset management, although its parent company could drive a different initiative in the future.

“**DALIM SOFTWARE** and Ethos were very helpful with the installation. Ethos, our **DALIM SOFTWARE** reseller, has extensive knowledge. Whenever we invest in software we always try to be self-reliant and better than anyone else. However, we can always fall back on Ethos for their advice. Their knowledge is outstanding,” comments Tickle. “We started with a small **ES** install. When it was apparent it could do the things we wanted it to do, we got a distributed license. They bulked out the product, working with our network manager to build the system for us. During the first three months, we used their professional services to show us how to use their API. The API was written so well—and to industry standards—that our staff picked it up quickly on their own.”

**BORN** has been using **ES** for three years. “It is so powerful. We have not been able to find anything it cannot do. **ES** has helped **BORN** standardize everything. For example, five years ago our support team needed



logins for five different systems. That was tough for all the nuances,” remembers Tickle. “We were able to take the infrastructure of five systems and tie them into just one enterprise system. It is easier to train people on just one system. There has been a substantial savings in developer headcount.

“**ES** has been a solid platform, and has given us more traction,” adds Tickle. “In the past, it was a big problem when a client would ask us to do something special. We would need to write the specs and develop the software service. With **ES**, there is a lot less development, because we can build the new customer services into the **ES** architecture. The base engine is already there. It’s easy to integrate third-party tools. It’s a revelation of how well it is done. We use Infix software to replace content from PDFs to metadata with **ES**.”



The best part is how **ES** allows all of **BORN** to operate at home during the current pandemic. “We have a large team in India. The network, particularly in India, struggled at certain times of the day. We need to rely on web-based systems that can work at home. We would have labored with our old technology. With **ES**, we can allocate our resources, set up adequate security, and prevent reliance on VPNs,” comments Tickle. “For example, we have a newspaper client that requires a fast turnaround. We often send images for editorial that needs to be returned in 45 minutes. If it takes 25 minutes just to send them to our retouchers via a VPN system, that’s a problem. We now use Latitude and can send it down and get revised images back in time. Even at our office in Islington (London), currently there are fewer than ten people in the office at any given time. Everyone works at home. **ES6** lets us do that. **ES** allowed us to be very agile.”

**BORN** operates its system in a single instance data center. During the next couple of years, however, they will likely house their installation in a cloud-based data center. They will probably move everything to a distributed cloud system. That is the advantage of **ES**. Their old system would have never been able to do it. Also, **BORN** is currently integrating its AI system. It’s in the early stages, but they are using Google Vision types of tools to help them ingest content.

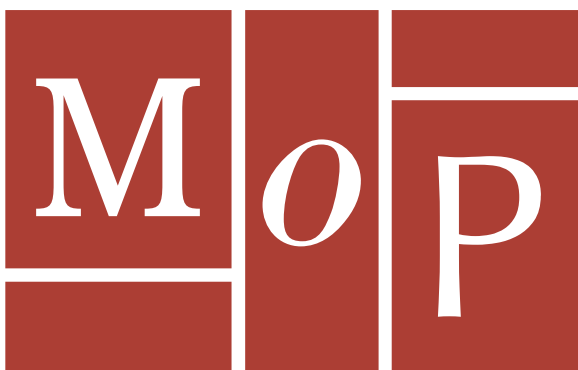
“I know others have said it, but **ES** is truly the Swiss army knife of systems,” summarizes Tickle. “It’s super flexible and easy to adapt workflows to fit within it. We get a broad range of different requirements from clients on very widely varying types of work, and have made them all fit without any difficulty with **ES** as the backbone.” ■



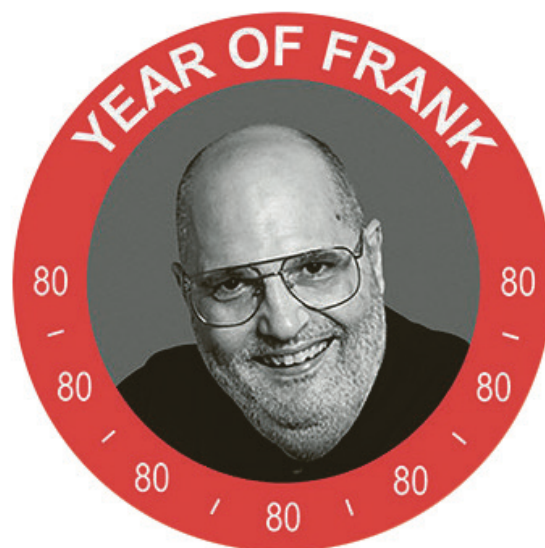
# Celebrating a Year of Frank

Certainly in the Americas, and likely throughout the world, there is no more well-known industry spokesperson than Frank Romano.

Frank has spent more than 60 years in the printing industry, starting right out of high school at the Mergenthaler Linotype Company in Brooklyn, New York. He founded the publication, TypeWorld, and has been the editor for many editions of the industry's indispensable tool: Pocket Pal: The Handy Book of Graphic Arts Production. Over the years Frank has reached thousands of people through his consulting, writing, and speeches. Frank lectures extensively, having addressed virtually every club, association, group, and professional organization at one time or another. His students remember his years as a professor at Rochester Institute of Technology (RIT) and Research Professor from Industry at California Polytechnic State University (Cal Poly). Frank is the author of more than 60 books on topics related to the printing industry including most recently his trilogy: History of the Linotype Company, History of the Phototypesetting Era, and History of Desktop Publishing. He has contributed hundreds of articles for publications from North America and Europe to the Middle East to Asia and Australia.



**MUSEUM OF PRINTING  
HAVERHILL MASSACHUSETTS**



His weekly WhatTheyThink videos ([www.whattheythink.com](http://www.whattheythink.com)), covering a wide range of print topics, are both entertaining and educational.

This year as Frank turns 80 years old, the Museum of Printing is celebrating a Year of Frank.

## The Museum of Printing: A repository of all things print

The Museum of Printing ([www.museumofprinting.org](http://www.museumofprinting.org)), located in Haverhill, Massachusetts (USA) is dedicated to preserving the rich history of the graphic arts, printing and typesetting technology, and printing craftsmanship. In addition to many special collections and small exhibits, the museum contains hundreds of antique printing, typesetting, and bindery machines, as well as a library of books and printing-related documents.

The museum tells the history of printing and the stories of dramatic changes, particularly moving away from letterpress printing to photographic and electronic technologies using one of the world's largest collections of printing and typesetting hardware and memorabilia.

The Main Gallery contains printing presses of all kinds. There are also two art galleries with rotating exhibits. The journey starts in the foundry era, which reaches back 500 years. Exhibits explain the transition

from hand-setting individual sorts of foundry type to mechanized hot-metal typesetting and discusses the Linotype, Monotype and Ludlow linecasting machines. Along the tour route there's a Monophoto and an Intertype Fotosetter, machines which attempted to use linecasting technology to transition to phototypesetting, only to fail in competition with the electronically-driven phototypesetters.

You can see the evolution of office communication, from Mimeographs, Graphotypes, and Addressographs, plus a large collection of typewriters. There are also strike-on typesetters, which produced inexpensive type that could be married to the expanding offset printing market.

The museum also houses the four original Apple Macintosh models. Frank worked with Steve Jobs on the font library for the Macintosh—Jobs would send him the latest computer model when it was launched.

There is always something happening. Upcoming events this year include:

- A Special Presentation by Andy Volpe: Images and color in 16th & 17th century printing, a prelude to the Klein Collection Exhibition in September.
- A presentation by Andy Volpe about his project engraving a full-size replica of Paul Revere's Boston Massacre for the 250th anniversary in 2020, using the same process Revere did
- International Kelmscott Press Day
- Special exhibit: Printing Before the Internet. See road maps & phone books & other victims of electronic substitution.
- Amalgamated Printers Association (letterpress printing enthusiasts) annual Wayzgoose
- Special Exhibit, The Klein Collection and the History of Image Printing

Carol Werlé notes, "I was grateful to meet with Frank and have a tour of the Museum of Printing during the summer of 2019. As the museum notes, those of us who are younger leave with a much greater appreciation of the print process. Those of us who are older enjoy revisiting the printing technologies we worked with no too long ago."



## How can I say 'thank you'?

If you know Frank, or just want to thank him for his contributions to the printing industry, perhaps the best way is by getting involved in the Museum of Printing. Frank serves as a member of the executive committee of The Friends of the Museum of Printing and has been involved since it was founded.

While there is an entire list on the museum website (<https://museumofprinting.org/news-and-events/frank-turns-80>), here are a few suggestions:

- Become a member of the Museum of Printing ([museumofprinting.org/join-us/](https://museumofprinting.org/join-us/)): Their newsletter is one of the great benefits of membership and is something folks can enjoy even if they don't live near the museum
- Make a financial donation to the Museum of Printing to help with their annual expenses and allow them to build an endowment. Look for the big red **DONATE** button on the upper right-hand corner of the museum's website, [museumofprinting.org](https://museumofprinting.org)
- Contribute to one of Frank's favorite initiatives, the Linotype Legacy Fund (also via the big red **DONATE** button on our home page)
- Donate artifacts to the Museum – You may have a piece of printing history that should be shared with the world. The Museum would love to have it. Anything illustrative would be welcome. (For instance, the Museum is the only place in the US that has a complete collection of **THEMAGAZINE** for consultation!)
- Volunteer at the Museum – There are projects that folks can help them with, even remotely

We are fortunate to have a resource that shows us how far the industry has progressed—and how much print still means to all of us. ■





**Company** : ISDIN S.A.  
**Location** : Barcelona, SPAIN.  
**Type of activity** : Cosmetic & Pharmaceutical sector.  
**Turnover** : International Activities - More than **200M** € on 2018 .  
**Number of employees** : More than **900**.  
**DALIM SOFTWARE products** : **DALIM ES**.  
**Reasons for purchase** : Packaging artwork life cycle management & DAM.



**ISDIN USES  
DALIM ES6 AS  
AN ADVANCED FORMULA  
FOR PACKAGING  
SUCCESS**



THE **PACKAGING** OF **ISDIN'S** NEW PRODUCT,  
**ISDINCEUTICS HYALURONIC CONCENTRATE,**  
WAS CREATED WITH THE HELP OF **DALIM ES6.**



# ISDIN USES DALIM ES6 AS AN ADVANCED FORMULA FOR PACKAGING SUCCESS

**W**hen a company develops a number of new product packaging that is subject to review by many company departments, partners, retailers—and regulatory agencies—it needs a very good production and collaboration system to keep track of everything. That's just what **ISDIN** found with **DALIM ES6**.

**ISDIN** is an international laboratory specializing in innovative solutions for major dermatological needs and pathologies. **ISDIN** provides a complete range of dermatological solutions with the highest quality standards. Their constant innovation and research serves a common objective: development of products at the forefront of dermatology, advanced formulas and new textures.

The company was founded in Barcelona in 1975 as a joint venture between the international business groups Puig and Esteve—leaders in the cosmetic, perfume and pharmaceutical industries. While **ISDIN** is a major company in the Spanish dermatological market, it also operates fourteen subsidiaries, in China, USA, Spain, Germany, Italy, Portugal, Mexico, Chile, Brazil, Argentina, France, Belgium, Peru and Colombia, and employs more than 900 people worldwide.

The last time we visited **ISDIN**, they had just begun implementing **ES6**. They needed a streamlined tracking system to understand where each piece of every art project was—for example, on whose desk a project was pending approval. Now, two years later, they have moved to the latest **ES6** release and have built a complete review and production system that oversees all of their packaging.

In fact, the packaging of **ISDIN**'s new product, Isdinceutics Hyaluronic Concentrate, was created with the help of **ES6**. They wanted to keep a very premium design, along with white and gold colors in the design to show the freshness of the product. It was launched in Spain at the end of last year.

*"Technologically, **ES6** has been very useful during the pandemic. I do not know how we could have done everything with artwork approvals via email. While you are never going to substitute in-person brainstorming sessions, several **ES6** features help us on the more rigid processes of design approval and feedback from a regulatory and marketing perspectives," comments Mario Garcia, Packaging Innovation Manager. "It helps people comment and provide online feedback to others, which makes the process very agile. However, I should add that it still helps to pick up the phone at times!"*



*Sergio Sainero, responsible for packaging development and Mario Garcia, Packaging Innovation Manager*

Sergio Sainero, responsible for packaging development at **ISDIN** adds, “My team and I are working with **ES6** every day. It is really amazing. Because of **ES6**, there has been a big difference from two years ago, when we checked email for every approval. Now, we collaboratively work together on the same piece of material. We can track everything, Work is faster and faster, and launch lead times have become shorter. We may have as many as 13-14 artwork revisions, and we need to track everything. With **ES6**, we know exactly where the artwork is pending with someone. During the evolution of the artwork, when something is changed, we can track back everything. When there are a lot of changes, sometimes you can lose who made them.”

**DALIM ES6 HAS BEEN  
VERY USEFUL DURING  
THE PANDEMIC**

**ISDIN** has an innovation committee to assure that the concepts they develop will appeal to their consumers correctly. This includes not only the concept and the product, but the packaging and the product name itself, where there might be challenges. “This is why

## WITH DALIM ES, WE KNOW EXACTLY WHERE THE ARTWORK IS PENDING WITH SOMEONE

*we use **ES6** in production. It is how we store information. It's really helpful to have everything tracked—to have a repository of all our work, and store all of the information and approvals. Those with permissions can check and see what happened, and the steps we took for certain products. At the end you have a product, and all the relevant information is there,” confirms Garcia.*

Anyone who works with pharmaceuticals and cosmetics knows that the reporting requirements are much more stringent than many consumer products. Because there are so many health-related issues associated with them, it is important—and mandatory—that all reviews and approvals are traced. Any official must be able to identify, at any time for any packaging content, the who, what, when, where, and why of any decision. These companies must all comply to regulatory constraints, such as the FDA 21 CFR part 11 in the US. **ES6** is able to help companies comply with all of these requirements.

*“The consumers and pharmacies are always stakeholders in any new project we get involved with,” continues Garcia. “We show new products to a selected group of pharmacies and doctors. They review the formula and design, and offer feedback. Our packaging supplier is also a partner. In the future we want to integrate our **ES6** with even more of our supply chain partners. They help Sergio, as a designer, to get to the real product. For example, the gold in our Isdinceutics Hyaluronic Concentrate package design might not have been compatible with the packaging. In this case, our supplier was knowledgeable. Following their feedback, we show the concept to the consumers. The final PDF file is created by **ES6**, delivered to the printer, and then returned to us for a final proof. The last*



*step is sending the artwork to our partners and printers for approval.”*

In the end, **ISDIN** is still a pharmaceutical company. Selling to pharmacies is not the same as normal stores. There is a lot of regulation that **ISDIN** must comply with. **ES6** helps them follow and keep approvals. All this information is tagged in their artwork as metadata. So, when a product and its packaging is produced and in the warehouse, and they want to send it to the US, **ISDIN** wants to be sure that all the requirements and approvals are there. They want to make sure it has been reviewed by regular business partners and the FDA (for example, in the US), if needed. At the moment **ISDIN** still does most of this via email, but when they ship the product, they want to automatically integrate all of this information into their ERP system. That will help them be more efficient and lead to fewer errors. They are working very hard to make that happen.

*“We create the design work, create files, and make a prototype internally with our marketing people,” explains Sainero. “For example, with Isdinceutics Hyaluronic Concentrate, we fine-tuned the design and placed our gold touches in the right place. Every early design detail is shown in 3D—in the concept phase. **ISDIN** was doing this via email, but now, as this part continues to grow, we are integrating **ES6** to achieve the communication and exchange of ideas that we need with people. We are now going to introduce all these renders into the system so people can say something in the early stages. We used to do this via email, but our last two projects, including this one, incorporate **ES6**.”*

At the moment, **ISDIN** finds that the best process is to keep each project’s materials within the **ES6** digital asset management system during production. They include all artwork and supplier approvals—and, of course, metadata. When they need to use any of this content, it needs to be in the right place. *“If something is not in **ES6**, we consider that it does not exist. This assures that, for any project, the content in **ES6** is the unique and single source of truth,” asserts Sainero. “Once a project is complete, we store all the work in a different repository.”*



**ISDIN** ESTIMATES THAT THEY  
HAVE **REDUCED 25%**  
OF THE **TIME SPENT IN**  
REVIEW/APPROVAL PROCESSING,  
AND A TOTAL OF **200 HOURS**  
OF **EMAIL PROCESSING SAVED**  
OVER THE PAST YEAR.



Close to all of **ISDIN**'s 300 people in company headquarters are involved in the process, one way or another. Most of those connected to **ES6** have an important need—although they have different roles. Packaging development—the department where Sergio works—develops the artwork. Along with corporate marketing, local marketing groups make sure the product is appropriate for their geographic areas. The regulatory department makes sure that all printed text on the packaging is correct. During the process, quality control and quality assurance groups are also involved in the review cycles. **ISDIN** estimates that they have reduced 25% of the time spent in review/approval processing, and a total of 200 hours of email processing saved over the past year. Meanwhile, the number of errors have been reduced when sending proofs to the suppliers due to the collaborative environment approval workflow.

*"Until **ES6**, all communications were done via email. Now, one and a half years later, we do not send emails at all. We have progressed quickly to **ES6** technology. Those in our company who are addicted to **ES6** wonder how we ever got along without it," exclaims Sainero.*

*"In the future, we intend to connect **ES6** to our ERP system. That will offer us even more automation and accelerate the process," says Garcia. "We are also opening the scope of **ES6** to include promotional materials and design work for our POS products. There is still a lot to do." ■*

#work from #anywhere

DALIM SOFTWARE



THE MAGAZINE 26

**Making happy and thanking your team. This is the motto of Carol Werlé, the CEO of DALIM SOFTWARE.**



**N**owadays, the social restrictions and teleworking imposed all over the world require a new reality. Therefore, Carol Werlé conducts various annual individual interviews with his teams, and the conclusions are conventional. There is a need to promote the company's social activities with a professional focus on health circumstances threatening to become the next "normal". As a result, it was decided to launch "off-site training camps" in interdepartmental working and learning sessions.

## The Benefits of Corporate Bootcamp

The last few months have been particularly hectic for everyone. Thus, an idea of a Bootcamp was developed to build a volunteer-based team and prepare them to go off-site for a few days with a carefully planned program. The latter consisted of about 50% of remote working and 50% social and leisure activities, with at least one person from each department.

The aim is to make the participants understand that teamwork is much more efficient than individual one. Each individual has their strengths and weaknesses. However, when combining the strong points of each person, the collective performance is tenfold! And if we couple this with a pleasant environment, the cohesion becomes perfect.

## Discovering the Vosges, a Green and Peaceful Environment

What can be better than escaping to a green setting far from the cities and the daily stress? A chalet was the best place for our team to experience the pleasure of working together from anywhere. It is situated in the



**The team** (from left to right) : Tom Price, Ludivine Schott, Ludovic Jakse, Aurelien Knapp, Baptiste Klauss, Natascha Bachmann, Céline Utard, Sébastien Navarro, Vincent Demange, Marine Allenbach.

middle of the Vosges mountains in France. Moreover, we enjoyed leisure activities, such as hiking, visits to the Hautes-Mynes, raclette evenings, and personality tests organized by our coach Stephane Von Hörde, a specialist in emotional intelligence.

## #work from #anywhere: The Big Challenge

The participants had to carry out their respective assignments. Therefore, they had to learn to work remotely with their team at DALIM SOFTWARE, i. e. the IT, the Program Development, the HR, the Support, and the Marketing teams. In addition, the Bootcamp participants' objective was to work on a joint project, which is to QA the DIALOGUE viewer across devices for the next generations of DALIM ES. Together they formed a new team, and each of them got to know one or more team members with whom they had not worked previously. The magic occurred. Bonds were created. And even today, they like to get together and share their memories of the Bootcamp.

This experience was a breath of fresh air for the teams of DALIM SOFTWARE. It contributed to forgetting about the current circumstances and the daily concerns for a while. Considering the real success of the first Bootcamp, Our management is considering repeating the experience to gradually extend it to all employees who are willing to participate in this adventure. Next destination? Corsica! ■



<b>Company</b>	: V-TAB Group
<b>Location</b>	: Headquarters in Göteborg, with five newsprint facilities in Sweden
<b>Type of activity</b>	: Print services for daily newspapers, periodicals, magazines, brochures, direct mail, signs and commercial print.
<b>Turnover</b>	: € 60 M
<b>Number of employees</b>	450
<b>DALIM SOFTWARE products</b>	: DALIM ES (past experience with DALIM MISTRAL and DALIM TWIST), including DALIM ES ePub e-publications
<b>Reasons for purchase</b>	: Automatic file delivery and approval cycle: Collaboration and quick customer approvals; automatic imposition
<b>Integrator</b>	: Network Innovation



**Adding  
imposed file features  
for the V-TAB Group  
is no imposition to  
DALIM SOFTWARE**

The significant benefit to **DALIM ES** users is the amount of hands-off workflow production it can provide. However, what if you have demanding imposition requirements for a number of different presses? Along with many other features, **DALIM SOFTWARE** has been helping the **V-TAB Group** to make more of their jobs automatic.

The **V-TAB Group (V-TAB)** with headquarters in Göteborg, Sweden is a major player for printed media in the Nordic countries, producing daily newspapers (its largest business), periodicals, magazines, brochures, direct mail, signs and commercial print. They boast that they operate five newsprint facilities across the south of Sweden, strategically located around the country to facilitate logistics for its customers.

“What makes us special is our exceptional quality along with delivery precision and flexibility—all important services for our customers,” says Fredrik Bogårdh, IT Chief. “We can do everything in print for our customers. Small or large, it does not matter. Everyone deserves good craftsmanship.”

## A long-time user of **DALIM SOFTWARE** solutions

**V-TAB** has been using **DALIM SOFTWARE** products for many years. The company has always wanted to automate, as much as possible, all the contact they had with customers, while maintaining its superior level of service. “Back in 2005 we saw **DALIM MISTRAL** and believed it could automatically give us the service level we wished to extend to our customers—and our internal staff,” remembers Bogårdh. “One key thing to automate more efficiently is to have all the answers. We saw **MISTRAL** as the tool to build our workflows and to collaborate with our users. So, we spent a lot of time learning how to use **MISTRAL** and **DALIM TWIST** better.”

Recently, there were discussions about **ES**, learning to automate even more. At the time, **V-TAB** was having challenges with its approval cycles—and the combination of using a flatplan along with the possibility of publishing content in different channels. “We considered it a part of tying customers tighter to us,” adds Bogårdh. And, so they invested in **DALIM ES**.

## Collaboration helps to deliver high-quality jobs on time

“Way back in 2006 we had an discussion with our internal ‘customers’. We discussed if we should ask them to deliver their files on time. “The print managers insisted that it was prepress’s job to remind us every night. If they were late, we had to remind them to submit files,” recalls Bogårdh. “However, in the end, we need to put the responsibility on the customers. They had responsibility to submit files, so we could submit newspapers in time for distribution. That was an important part of the approval cycle. It also says a lot about our relationship with customers then, and now. **ES** will automatically do that job better than email.”

For new customers, **V-TAB** sends several informational messages to tell customers what they expect—the URL to the project, the files to submit, and some assistance even before a project is delivered. For instance, **V-TAB** might know they are going to print a periodical shortly, but can’t do anything until they know the number of pages.

The approval cycle is one of the key benefits of **ES**. “We have customers who might not bother to approve a job, but it is an essential tool for us to be more efficient in our workflow,” comments Anders Englund, Prepress/Graphic Technician. “Somehow, you need to give the customer some responsibility, even though they are a customer. For a good price and exceptional print, they have to play a part in it.”

## Using JDF data to automate the system

**ES** is different from the flatplan-based **MISTRAL** because **V-TAB** can integrate data from their MIS system and automatically place essential data demands on their internal organization. **V-TAB** operates a Technique MIS system, which outputs JDF information. They developed an in between system that assures the JDF information is correct—and more complete—when imported into **ES**. “It basically provides a filter to import information. It also checks if

the information is correct; for example, if it is missing the type of paper to be used,” comments Englund. **ES** is fully JDF compliant and, in fact, can import basically any XML data. “When we import the JDF data into **ES**, a job is created, and it automatically sends emails to the customer senders and approvers. Our MIS already has the contact names and, depending on their roles, **ES** sends them reminders about jobs.”

Producing standardized jobs, including cover and inlay, is now pretty much completely automatic. After the customer approves the job, all **V-TAB** does is output the plates. “The production workflow in **ES** is a huge thing for us. We can perform tasks before the files even enter the system,” marvels Englund. “Basically, we can create almost anything with **ES**. If it were not for all the sandbox tools in **ES**, there would be many more people in the prepress department. When we acquired a plant that produces magazines, they had a prepress department of eight and a prepress manager. About half of them joined us in our central prepress facility, yet we retained our level of productivity. What is also important is that everyone uses the tools in the right way. A good system is useless if not used correctly.”

**ES** works well with both print and digital output. For example, **V-TAB** offers **ES** ePub, a way to publish e-publications online. Many of their customers use it, although if others use third party e-book systems **V-TAB** automatically prepares job files to upload to their servers. “They have to send their files to us, anyway, to be printed,” says Bogårdh. “We just transform them to the right format. That’s just one example of the flexibility of **ES** and the possibilities that the system gives us.”

## Working to deliver dynamic imposition on difficult jobs

“When we started to work with **ES**, we did not use their imposition,” recalls Englund. “We could import Prep templates, like in **MISTRAL**, but we wanted something more automatic. **DALIM SOFTWARE** promised to fix it. While it worked just fine with regular, standard jobs, it was something that was not easy to fix because of the complexity of what we do.”

“...That’s one of the keys as to why **ES** is so good. It’s a dynamic system...”

Difficult jobs, like 6-fold and 8-page covers are not in the JDF specification. The printing market is divided into digital, sheetfed, and web jobs. So, people tend to specialize in one or another—for example, either sheetfed or newspaper systems. “We wanted something to cover them all without giving up functionality,” comments Bogårdh. “At the time, **DALIM SOFTWARE** offered that possibility to us. That was a challenge, and we discussed how to impose files in different print segments. In the end, we ended up transforming everything into **ES**.”

On standard jobs, about 80% of **V-TAB**’s work, imposition works just fine. On six-page covers, Englund still has to change the flatplan, but, “The imposition module right now is pretty good. It really requires little effort. I just change a few things—a few workarounds,” notes Englund. “It will work on any press. We already have dynamic imposition for web offset. We get around sheetfed with a slight workaround.”

Now that **ES** offers automated imposition for mainstream jobs, **V-TAB** can put more effort into value-based activities, such as contacting their customers when something is not right. It lets them spend time on more value-added tasks, even with fewer people.

“What actually takes up the time now is if the customer does something wrong,” remarks Englund. “For example, they might upload a file that gets aborted during preflighting in **TWIST**. We sit in the middle to handle these things.” **TWIST** preflighting can detect errors in a file when they arrive at **V-TAB**. If **TWIST** cannot fix it, they can be notified. This is particularly helpful so that time is not wasted sending a faulty file to a digital printer.



## A well-developed support system

“The **DALIM SOFTWARE** people have been very responsive, and good to work with,” says Englund. “The help desk is very supportive. If we ask a question, they answer within a day. It is one of their biggest strengths.”

“I appreciate our direct contact with **DALIM SOFTWARE**. But, when we need some specific points, Network Innovation, our **DALIM SOFTWARE** reseller, offers a lot of knowhow. They are the biggest vendor of graphic tools in Sweden and, in fact, pointed us to **DALIM SOFTWARE** way back in 2005,” says Bogårdh. “They help us when we need technical advice. For example, with our imposition work, we had a lot of conversations about how to approach the challenge. They have been a real help.”

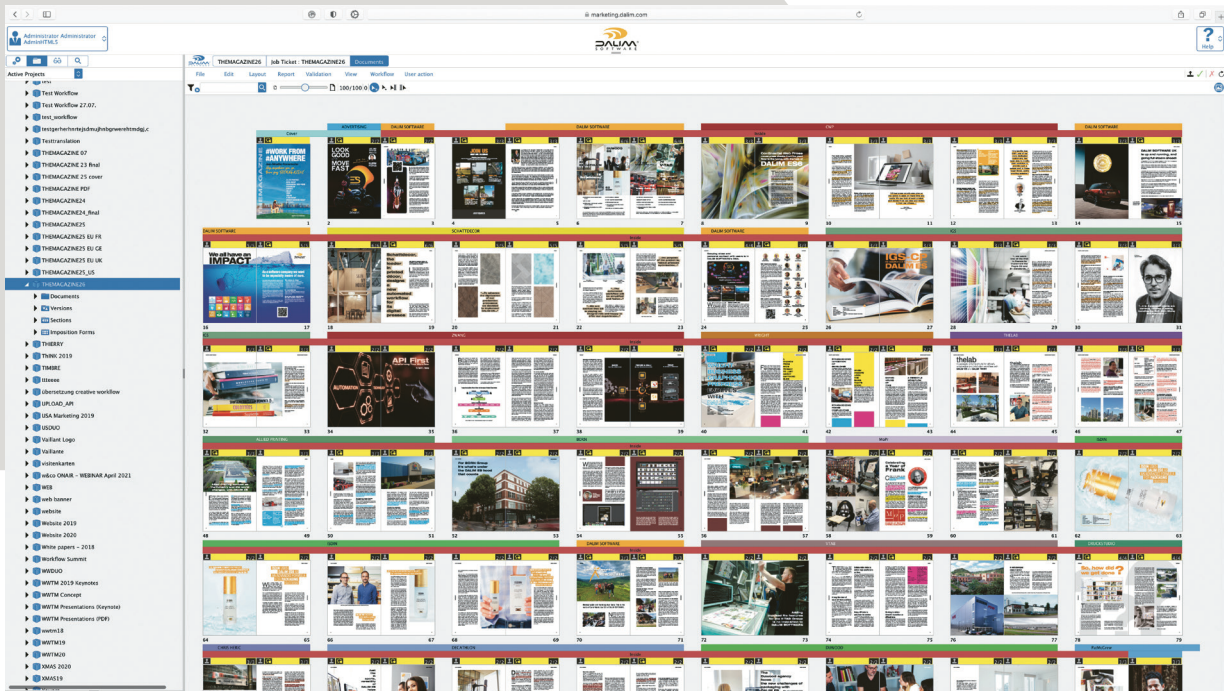
**V-TAB** hopes to implement their coldset and newsprint workflows into **ES**. Their objective is to put all customers, particularly those with weeklies and monthlies, into the system. The challenge is that they have two MIS systems—one for heatset and sheet fed, and one for coldset newspaper printing. They also collect different kinds of JDF info. However, they look forward to automating all their newspaper print the same way as their other work.

Bogårdh and Englund both agree, “**ES** is a really good system, especially if you are working with JDF. It is easy to create customer-specific workflows. If a customer asks if we can do something, we tell them if they give us a week, we can. That’s one of the keys as to why **ES** is so good. It’s a dynamic system.” ■

Page Left top, Norrahammar factory, bottom, Landvetter factory. Below, Falkenberg factory and Vimmerby factory.



# So, how did we get done ?



**Flatplan caption:** In this flatplan, the top row shows a few story titles of articles to come: (ADV, DALIM, CWP, SCHATTDECOR). The second row shows a print section: the cover and the inside. The third row shows the status of the document plus the number of revisions. Pages could be rejected, validated, or waiting for approval.

This issue of **THEMAGAZINE** is our 26<sup>th</sup>. We made the decision to produce them, pretty much on an annual basis, in 2004. And while the technology has changed over the years, our dedication—and our effort—to produce each issue hasn't. One thing is for sure: we have developed a deep respect for everyone who does this on a monthly—or even weekly—basis. Each one is a journey.

Each issue starts with a green light from our publisher and editor-in-chief, Carol Werlé. We have a conversation about general themes and topics we would like to discuss. Then, we're on our way.

For this issue, associate publishers, Aristide Zouheir-Kuhnle and Marine Allenbach, collected further ideas from our business development directors, Isabelle Billerey-Rayel, Graham Blanks, Bertin Sorgenfrey and Colin Price. They particularly offer names of **DALIM SOFTWARE** customers who have achieved a lot of significant development work with **DALIM SOFTWARE** products over the past year. We are extremely proud of our customers and are very indebted to the efforts they



Scan the QR-Code to witness how  
**THEMAGAZINE** got produced with **DALIM ES**

make to get involved in building stories for each issue of **THEMAGAZINE**. This one is no exception.

We also consider consultants and industry leaders who could offer some valuable words of knowledge about the state of the industry, particularly as it relates to automated production workflows. We use outside writers to reach out to our customers to help create the stories you see here. Every article goes through a review cycle to make sure that the customer and **DALIM SOFTWARE** are happy with the stories.

Our Chief Creative Designer Franck Stoll, has the lofty responsibility of designing every page of **THEMAGAZINE** and putting everything together. Once content is created, we collect each article—text and images—in separate folders inside **DALIM ES**. Sometimes we receive images for a story—and sometimes Franck does a terrific job finding relevant ones to use. While everything is getting compiled in **ES**, Franck also builds the flatplan for the issue. This includes making the decision of how many pages we will need. This is based on the printer specifications, so that each section can be printed and finished easily.

We use **ES** just like any other user. The flatplan contains a workflow that notifies the **DALIM SOFTWARE** marketing team if a modification has to be made to the structure of the flatplan, or if someone has uploaded or modified a page. Once a layout has been created for an article, **ES** notifies the correct person (or persons) that



Franck Stoll, Chief Creative Designer



DruckStudio Gruppe, Düsseldorf

the story is “ready for approval”. Sometimes we send the layout to the customer. If there’s a problem, Franck resolves the issue, uploads the edited article, and the review cycle starts again.

Once the layout of the magazine is complete, we upload our **ES** files to the printer. Every year one of our customers offers to print **THEMAGAZINE** for us. This year is no exception, as **DruckStudio Gruppe**, Düsseldorf, has been kind enough to work with us.

Each issue always requires a lot of work. While it is a bit more challenging for us because we are not publishers, as a software developer we have the advantage of working with our own production tools! It is fun and fulfilling.

We are proud that we have been able to consistently produce substantial, informative issues every year. This would not be possible without the assistance of our loyal customers, who always have diverse, fascinating stories to share with us. ■

Thank you very much!



# We have been here before

As the famous “curse” or “blessing” goes:

**“May you live in  
interesting times...”**



**Chris Heric**  
Software Professional  
& Solutions Architect

**W**e currently live in an era of digital transformation, and as a result, the tools we have been using often change like the wind. Thinking about such things historically, our fathers and those who came before them, lived in a world where their tools of their trades stayed pretty much the same. For lifetimes, the tools for work, methods and skills could and would be passed on from one generation to another. This includes everything from masonry, to agriculture, to... our world of graphic communications. This made for a dependable career, a reliable living and a means of providing the daily bread and wine.

A tradesman in any multitudes of disciplines, was responsible for the passing of knowledge and methods/tools in a method that was a rite of passage through the “apprentice to journeyman” education plan that ran the world from the time that mankind began to specialize in skills. This was a great thing for those who like the status quo to remain the same, stable, and reliable. They could not see and did not care about the specter that was looming upon the horizon... digital. With the computer, a file could be stored, moved, edited, and **PRINTED**, at near instantaneous speeds. This was nothing less than a meteor-level impact event.

## **When the world went digital, we had to re-invent it, live.**

In the analog world it was a tactile experience to quantify an amount of something, be it a consumable or an amount of work. You could put it out on a table, and “manage” it by sorting it through. This is the world that myself, and many of my colleagues grew up in. We didn’t make “print”, we made film and plates from scans or even screens from transparencies. It was tactile, and it was quantifiable.

Then came the computer. All of a sudden, print and media companies were getting “content” on “media” that was in a non-human readable format. You could not quantify a job, because a CSR or worker could

not visually “see” the quality or the quantity of the content that was the digital representation of the job. Thus began the birth of preflight.

Preflight, in its early stage, was more of a “let’s try to get this to work” format. That worked well enough until it became apparent that nearly **EVERY** job that came into the facility, required some work to be done on it by a human in order to get it to work. When digital production was a novel thing, it was more of a learning experience for both the service provider and the content provider. As time progressed however the service provider was finding that some form of automation needed to be incorporated into a digital workflow. This is also, by no coincidence that **DALIM SOFTWARE** began to build tools to ease this early transition, with their tools like **DALIM TWIST** and **DALIM MISTRAL**.

This legacy has allowed their development of **DALIM ES** to be built upon the solid foundation of its origins being custom designed tools in order to provide the required services for digital graphic communications, since their outset. That legacy is very important as we will begin to see in the future and we have already seen that custom tailored tools are far superior to re-purposed tools.

One trend that became apparent during this historical transition, was that younger, new employees and hires, embraced the computer while not knowing as much about the “media” they were preparing. It was common for simple prepress issues like a lack of bleed, or trapping etc., to just be “the way we prepare our files.” I often met with people preparing digital files, and they did not know what “trap” or “bleed”, were, and why they were required. This was a more pernicious problem. When I ran a digital prepress department, I hired experienced strippers and journeymen platemakers, as I had found it was much easier to teach a journeyman the computer, than it was to teach a computer user, how to do prepress. We had taken what had been traditionally a qualified position and turned it into a job of people who knew the computer, but not the process print media for example, and we armed them with the digital equivalent of nuclear weapons. We gave the children guns.

### **“Either we teach them to prepare files properly, or we fix them...”**

In the spirit of “the customer is always right”, a media production facility would take just about anything [sic: digital files] to try to make the job work. It was common

for people to supply poorly formed raster graphics, missing fonts, and any number of issues that would prevent a user from supplying a correct result the first time with no human intervention. So, people began the process of “just put the files on the server”. Sometimes sorted by human readable formats like customer names as folder, or job ID numbers, this became the way things got done when migrating to the computer from analog until we decided, that we had had enough.

We began to hold workshops, we began to have “how to” guides to provide to our customers, often sending people to train and coach those making the files, and we had to prevent as many of the problems before they became issues for the media service provider. Fixing an existing problem was as difficult as putting toothpaste back into the tube, rather than preventing the mess in the first place. This also brought to light the need to utilize tools that did not require a human being to perform a task. A brave new world of new tasks such as “preflight”, and standard tasks like; imposition, ganging, sheet optimizing, video transcoding... all of it required a way to manage it, and to automate it.

This need led to a lot of the initial attempts at this to try to utilize existing database tools etc. to tackle a new problem of automating and managing one’s media. This is also where I commend **DALIM SOFTWARE** at being early to address the prescient issues involved in media production and developing tools from the ground up to serve these needs. In a world of breakneck innovation and product development akin to building rail tracks in front of a moving train... Taking the time to plan it for the long term, rather than the short fix, is where a product like **ES** shows its evolutionary roots. Now that the industry has had a chance to utilize and examine multitudes of solutions, the core capabilities of knowing one’s industry and their needs, became more important than rushing a product to market without care for the ultimate customer needs.

So, here we are, a now mature industry, but still often constrained or even hindered by our existing workflows and tools. This is the goal of any modern production manager; to find and procure the tools that not only make their lives easier, but also to produce better work with less effort on all sides. As profit margins began to tighten, this level of efficiency is not just a preference, it is a necessity. We made the transition to digital in decades, not generations. ■

# DECATHLON

**Just  
like  
in  
sports,  
the  
versatility  
of  
DALIM ES  
helps  
DECATHLON  
build  
winning  
packaging!**







**D**ECATHLON designs and produces equipment for more than 95 sports in 70 countries. Its mission is to make sports accessible to all, providing good quality products. The 40-year-old company is expanding rapidly worldwide, and aims to have a presence in 140 countries. How is DECATHLON preparing to face this challenge in terms of packaging, with the fairly recent installation of **DALIM ES**? We had a conversation with **Florent Lagant**, responsible for DECATHLON's digital packaging.

### Could you describe your role at DECATHLON?

I work in the Packaging Business Unit. We develop packaging for sale, packaging for shipping, instructions and labeling (for example, on textiles). My role is to provide a digital service offering, through development or integration. This service aims to facilitate collaboration, and make processes efficient, for internal and external clients. Our internal clients are the packaging development teams (approximately forty engineers and twenty graphic designers) who work on the design of new packaging. This is followed by a production team, for whom we must maintain

effective collaboration tools. These tools integrate all the parameters of the package, from its design to production, including cost controls, and validation of B.A.T. For external customers, we find solutions to make the packaging or the leaflets interactive, for example.

### How does ES help you achieve these goals?

ES helps us to work collaboratively. We use its workflow functions a lot. Previously, many communications were done informally, often by email; we had validations that were done on printed proofs or samples; there was no centralization, and no job history available. **ES** helps us to standardize the process and to systematize it, taking into account all of the production stages. Then, it allows us to capitalize and automate a certain part of the tasks—such as archiving, for example.

Historically, at **DECATHLON**, packaging was delegated to our suppliers for a long time. Then we created a packaging team about ten years ago. This team grew very quickly, first creating priorities on the consistency and performance of the group, as well as on production quality. The need to optimize the packaging processes came later.



## What led you to choose ES?

I've done a lot of comparison work, and what I like about it is its versatility. On the one hand, there are tools that are very packaging-oriented, but that have difficulty accommodating anything other than artwork management. And on the other hand, BPM Business Process Management (BPM) tools, are very workflow oriented, but only in an administrative way.

Concerning the package, the flexibility of ES allows me to manage not only artwork but also technical documents, die-cuts and pricing files—so it is a more open system. Its integration also seemed to be simpler than large packaging-oriented systems, which are rather closed and not very open to competing technologies. Regarding BPM, ES is not strictly speaking a BPM tool, but it manages to serve that purpose, anyway. In addition, it offers a set of automation services that are not possible with other Business Process Model Notation (BPMN) standard tools. Thus, ES allows not only the management of the workflow but also its dynamic transformation, during the workflow.

It is this set of reasons—versatility, flexibility, openness, and a complete solution—which made us choose ES.

## What is the impact of ES on your key indicators?

It is too early to talk about the impact on key indicators, but for us, who wanted to standardize our trading methods, we can talk about capitalization. Similarly, standardization of the process, even if it is not quantified, is an objective that ES allows us to achieve. What we are currently developing—and which will soon be available—is the supervision aspect. This will provide an estimate of the time taken to complete each step, the number of returns, and the quality rate. It will allow us to be in a process of continuous improvement. We couldn't do that before because of the lack of process performance measurement tools. Thanks to the options offered by ES, like Kibana, we can now measure this efficiency. This is a step forward that will allow us to achieve real productivity gains.

## What are your next goals and how can ES help you achieve them?

We are facing two major challenges: the environment and digitization, and this does not only concern packaging!

Even on the environment, ES helps us. Thanks to the system, we can organize the collection of FSC numbers.



We use the workflow configured for the validation of the proofs: the supplier adds the FSC logo with its certification number on the artwork.

The other big issue is digitization. The ES digital asset management (DAM) solution makes it easier to distribute all of our notices worldwide on our websites and support sites. In the future we will develop flows for specific, purely digital, components, with no paper equivalent.

### Packaging... without paper? Can you tell us more?

Yes, instructions, labels, etc. For years, product fliers have been material components, in A4 format, folded and inserted into the product. Then we reused our designs to make them available on the web. Today we are considering purely digital instructions, neither A4 nor PDF, which are better adapted to smartphones, tablets... truly digital native.

### By using augmented reality, for example?

For example, and without necessarily going to very complex developments. But we are actually preparing that sort of thing.

### Do you have any suggestions for improvement for DALIM SOFTWARE's development teams?

I think the fundamentals are good. What can be improved is the quality of the ES interface. There is nothing wrong with it in terms of efficiency or ergonomics, but it needs to be rethought in terms of graphic design. I know that DALIM SOFTWARE is working on it\*.

### Do you have a final comment to make about your customer relationship with DALIM SOFTWARE?

Yes, I appreciate this spirit of openness that I mentioned at the beginning. This is reflected technically in the tools, for which there are no integration problems, and it can also be seen in the management of DALIM SOFTWARE and in our relationships, with openness to third-party contacts. Everything revolves around the packaging process, and they are open in the way they work. ■

\*Editor's note: The new interface is currently in beta and will be available shortly.

Interview by Didier Destabeaux



"If packaging gives us the opportunity to deal with and move forward on important and impactful topics—for the company as well as for our users—it is largely thanks to a team of 100 people, all committed and united around a common and co-developed project. It is our team members who, thanks to their passion, their involvement and their expertise, every day allow our service and our business to grow and develop sustainably."

**Florent Lagant,**  
responsible for DECATHLON's digital packaging

**Company** : DECATHLON  
**Location** : International  
**Type of activity** : Sporting goods  
**DALIM SOFTWARE products** : DALIM ES



<b>Company</b>	<b>: Duwood</b>
<b>Location</b>	<b>: Paris, France</b> (customers mainly excluding the metropolis)
<b>Type of activity</b>	<b>: Packaging creation and production agency</b>
<b>Number of employees</b>	<b>: 30</b>
<b>DALIM SOFTWARE products</b>	<b>: DALIM ES</b>
<b>Reasons for purchase</b>	<b>: Price, remote customer relationship, responsiveness, archiving...</b>



# The Duwood agency faces the new challenges of packaging with DALIM ES

**D**uwood is an independent agency specializing in the creation of branding and packaging. Historically established in France, its teams support clients in a wide variety of geographical areas, located mainly in the southern hemisphere (Overseas France, North Africa, West Africa, Indian Ocean Islands, and Polynesia).

**Guillaume Boucher**, CEO of **Duwood**, answers our questions for **THEMAGAZINE**.


## Can you present the types of clientele and activity of your agency?

The world of mass consumption is our playground. For more than 30 years, the agency has built a very strong expertise in this market—and more particularly, in the food and beverage industry. We have a very successful organization that integrates three areas of expertise: innovation and branding; packaging creation and the entire supply chain for deployment; and technical execution & prepress.

We support international groups, cooperatives, small-to-medium enterprises (SMEs), but also innovative start-ups in the agri-food industry, in partnership with incubators such as Euralimentaire in Lille.

## What did you detect in DALIM ES that meets Duwood's innovation strategy?

Our business has evolved a lot over the past 15 years, both in the creative approach and in project management. The digitalization of the business process has become the rule. It is therefore essential to have tools such as DALIM ES that meet the expectations of our customers.



**“...The world of mass consumption is our playground. For more than 30 years, the agency has built a very strong expertise in this market...”**



**What competitive features have made the difference in favor of DALIM ES?**

After seeing several solutions, I chose **DALIM ES** for its SAAS solution, which is more adapted to our organization—as well as to the integration of a DAM, centralizing all the assets of the brands we support. I should add to this the **DALIM ES** online proofing solution, which is both powerful and intuitive.

**How does DALIM ES help you achieve your goals?**

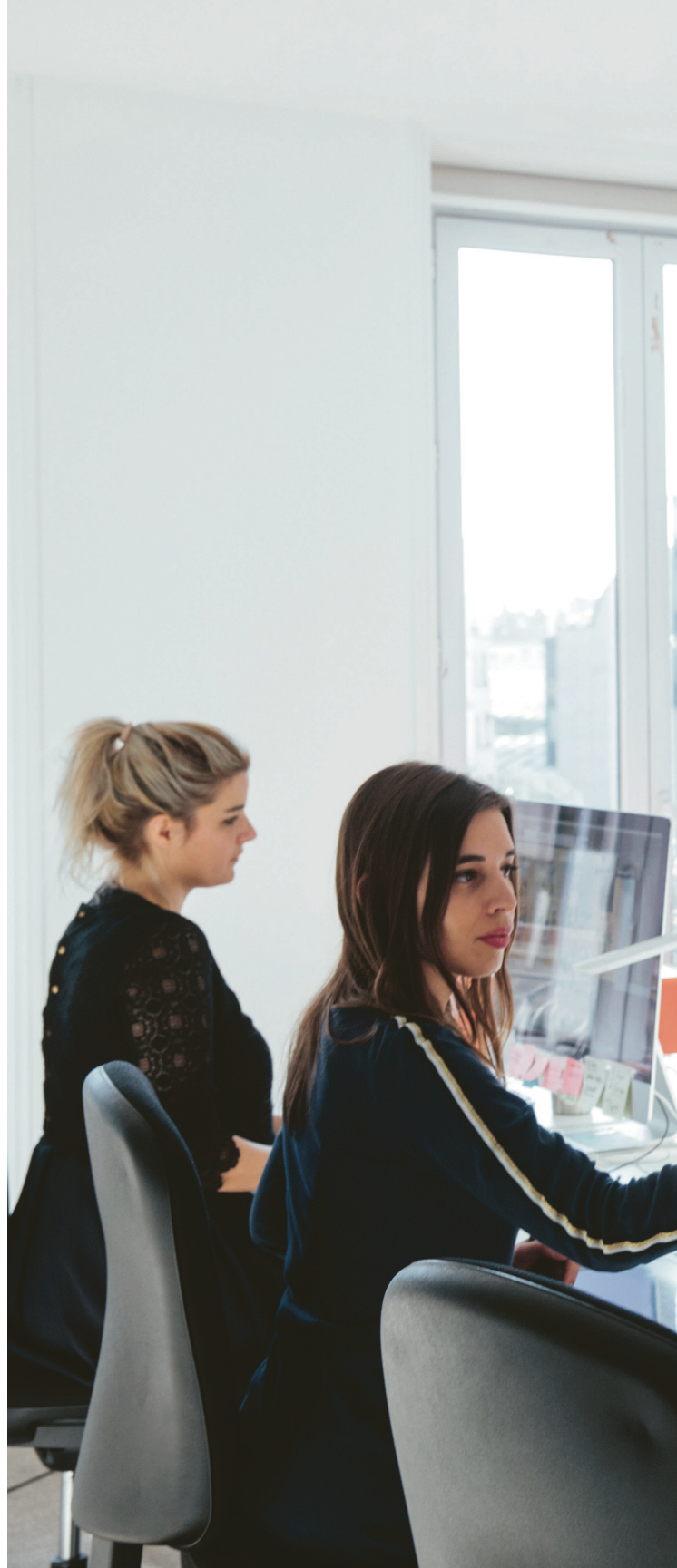
My goal was to have a solution that allows us to manage a large number of projects and types of customers, by controlling the costs. **DALIM ES** allows us to meet these objectives. In addition, I wanted a digital collaborative tool with which my clients and I could work. It was a necessity that Covid-19 has only reinforced. **DALIM ES** allows us more innovation, more responsiveness, and greater links with our customers.

**What effects do you see on a daily basis, in this strengthening of the customer relationship brought about by DALIM ES ?**

It facilitates our business relationships by providing innovative solutions and placing us as a partner. The **DALIM ES** environment allows us to be proactive: managing all the client's assets helps us to keep an overall vision, and we can thus reflect with them on creative solutions, within a real partnership.

**Finally, what do you think are the challenges of packaging in the coming months?**

There is no doubt that environmental, social and ethical challenges exist. We are moving from a mass consumer society to a more responsible society that is paying attention to the impact of its consumption on the environment.





**“...My goal was to have a solution that allows us to manage a large number of projects and types of customers, by controlling the costs...”**



**“...Our role as a player in this industry is to constantly innovate to significantly reduce pollution...”**

Unfortunately, packaging continues to pollute our planet. Our role as a player in this industry is to constantly innovate to significantly reduce pollution. This involves proposing more environmentally friendly materials to even simpler things, such as reducing the size of packaging or the rate of inking.

## **Vive the white packaging!**

**DALIM ES** has a tool that controls the inking rate.

Still, in the societal and ethical side, the transparency of the product becomes a major component. We can now, with a QR code, retrieve all the data from a DAM to deliver more information—for example about allergenic components. ■

Interview by **Didier Destabeaux**



**Guillaume Boucher**  
CEO of Duwood

# Unlock Your Brand Asset Bottlenecks!

## More Function Equals More Efficiency

Every client your brand asset production department serves has unique needs, but those needs shouldn't determine your workflow. Production workflows should be efficient. They should ensure optimum access to assets, empower collaboration, and provide a flexible infrastructure. To fulfill that goal, the people, processes, and technologies that inform your content production should work harmoniously to manage projects, assets, and revisions, but that is not always the reality. Sometimes the processes grow out of sync as new clients come onboard and new products and software tools are added to the menu. The addition of new business management suites can change how information flows through the organization and out to clients impacting production efficiency. Mergers and acquisitions can add more complication and duplication. Let's fix that with three simple steps!

### 1 – Walk Your Asset Workflows

Before you start looking for ways to adopt automation, look at how you manage your clients. Those clients may be internal product managers or external teams. What is the guidance you provide for existing clients and new clients? Consider how you bring their assets on board and move the projects through production. Take the time to walk your workflow to see the processes in action. No matter how well you think you know the tools, how they share data, how they integrate with supporting solutions, and how the production staff interacts with them, there are always possibilities for tuning the process.

Walking the workflow is more than following different types of assets and production requirements to identify the touchpoints and handoffs. It includes asking questions to uncover hidden processes and the things everyone knows are there but not documented. Even in highly automated workflows, you may find spreadsheets, sticky notes, and charts that document process workarounds. How many emails and text messages surround newly added assets? How many clients call to ask about status?

Start by asking these questions to set a new baseline:

- **Is there a documented content production workflow?**

This is more than knowing the location of product manuals. You are looking for the current documentation of what software tools are in place, what processes are used to onboard clients and their projects, how assets are updated, and which production roles are involved. In some shops, this is a flow chart on a wall that shows how projects flow through processes. Sometimes it is a binder on a shelf that has some guidance. Is the information current?

If your process is documented, with automation and integration points well-defined and client contact protocols in place, congratulations! However, if you don't have a current, clearly written content production workflow, this is the time to create one and assign someone to keep it current. It will make it easier to understand the touchpoints and handshakes with other tools, business processes, and clients.

- **Is every project managed within the system?**

As you walk your workflow, look for client information that sits outside of the project management systems. Look for assets sitting outside the Digital Asset Management system (DAM). Look for directories with assets that haven't been integrated. Companies often say that once they have added a DAM with automation, assets can't move independently, but you may discover small projects or legacy projects managed independently. This is a good time to identify and integrate them.

- **Are all assets in one system?**

Both companies and clients grow over time, and as much as they plan to migrate from older systems to more modern workflows, there may be projects left behind that never make the move. Look for evidence of multiple DAMs, project management systems, ticketing systems, and dashboards.

This is the beginning. Don't forget to look for alternative scheduling, conversion, and markup tools hiding on desktops, out of sight of the system administrators. By the end of your walk, you should have a list of more questions to ask and insight into the bottlenecks that interrupt the flow of client projects.

## 2 – Leverage Your Opportunity

Market research from companies that specialize in our industry tells us that automation leads to increased capacity throughout the ecosystem.

Once you have walked your workflow, your next step is to find the causes of bottlenecks so they can be mitigated. You may have bottlenecks that can be resolved by more team training (perhaps some client training). Be prepared to hold the team accountable for using the approved tools and empowering the automated features to do their job. Remember that every bottleneck you eliminate frees resources for higher-value tasks and client care, but also look at features you may not be using to enhance production speed.

Consider the touchpoints for every project and map them to the features you use regularly. You may find features you have not added to the workflow. You may find that there are features that would allow the automation of tasks you do manually. To identify your opportunity, look at the last ten projects that missed deadlines. What were the bottlenecks that delayed the work? You might find any of these:

- **Misunderstood or conflicting milestones**
- **Misunderstood delivery requirements**
- **Misunderstood rework requests**
- **Missing or outdated assets**
- **Missed proof and approval deadlines**
- **Missed change requests**
- **Inaccurate metadata**
- **Job ticket errors**
- **Missed notifications**

Review your administrative processes to see if there are functions that haven't been configured or unselected options that would provide faster notifications. Is your

content production workflow interacting with your ERP and other business processes?

Think about your change management processes. If a change request arrives, what path does it take? If you can charge for changes, is the process set up to update the billing systems? Even if there is no chargeback system, are notifications automated? Is re-proofing automated?

Review your metadata management. The value of metadata is that it acts as a speed pass to the assets you need. Good metadata hygiene ensures that you can find the content you need when you need it. A good metadata management program can be a differentiator!

Leverage your content automation to create value inside your production workflow and as a talk track with your clients. Every facet and feature adds efficiency and capacity to production, so create education so the entire team can tell the story. The more everyone understands the value, the more they will embrace automation.

### 3 – Embrace the DALIM ES 6 Strategy

Communication assets and how they are managed can make the difference between projects that run smoothly and those requiring constant management. The quality of the DAM, integration methods and reporting can become the differentiator that helps the business grow and keeps clients happy. Just having the tools is not enough, however. It takes a production strategy.

Your production strategy should consider the clients you serve, their deadline needs, your content management environment, and your level of automation. But it shouldn't stop there. Your strategy should consider how your clients are growing and how you are growing to meet their needs. As the number of assets increases, the lifecycle may become more complex. Will you be prepared?

Include these elements in your strategy:

- **Visions for the semantic hierarchy for your metadata – is it scalable?**
- **Expanded use of metadata analysis**
- **Additions to project mapping that uncover real-time project status**
- **Options to reset and customize user experiences**
- **Enhancements for proofing and press approvals**
- **Integrated job ticketing that works with the ERP**
- **Enhanced notification considerations**

The goal is to have a plan for long term action that keeps the next upgrade and enhancement in front of the production team. With your **ES6** installation, you have access to a world-class set of tools to enable an automated workflow that limits unnecessary emails and phone calls by keeping everyone informed in real-time.

By looking at your content production workflow strategically, you should be able to identify the differentiators for your value proposition. Every feature you access that improves communication optimizes your workflow, but don't forget to tell your clients! The power of **ES 6** lies in educating clients to take full advantage of dashboards, status tracking, and notifications to reduce time-consuming update communication.

### No More Bottlenecks!

We know that getting to an efficient production workflow takes a great solution suite, but it also requires team engagement. Every change, every update, every optimization changes the daily patterns, which can be disconcerting. As powerful and easy-to-use as **ES 6** is for creating optimized workflows, remember the people in the equation. Have a strategy and educate the team to create smooth transitions and maintain optimum throughput.

As new types of jobs are added to the process, look at every element. Take advantage of every feature to maintain a robust asset management and automated production environment. At every update, review the options to see what you can integrate to create more powerful and optimized workflows.

On a regular cadence, take the time to revisit elements of the workflow to keep every element in sync. If new business software is added or retired, review the integration points. If new companies are acquired, build an integration plan to avoid having multiple processes and tools performing the same functions. If parts of the business are sold, revisit the workflow to search for new points to optimize.

Workflow is never-ending. It requires constant vigilance. Types of projects you manage will change. The types of assets will expand. Using a powerful suite, like **ES 6**, empowers strong client communication, effective business integration, and the infrastructure for growth that every business needs. ■

By **Pat McGrew**



# **COUNCIL OF EUROPE**

**Prepress & printing dpts.**

# **DALIM SOFTWARE**

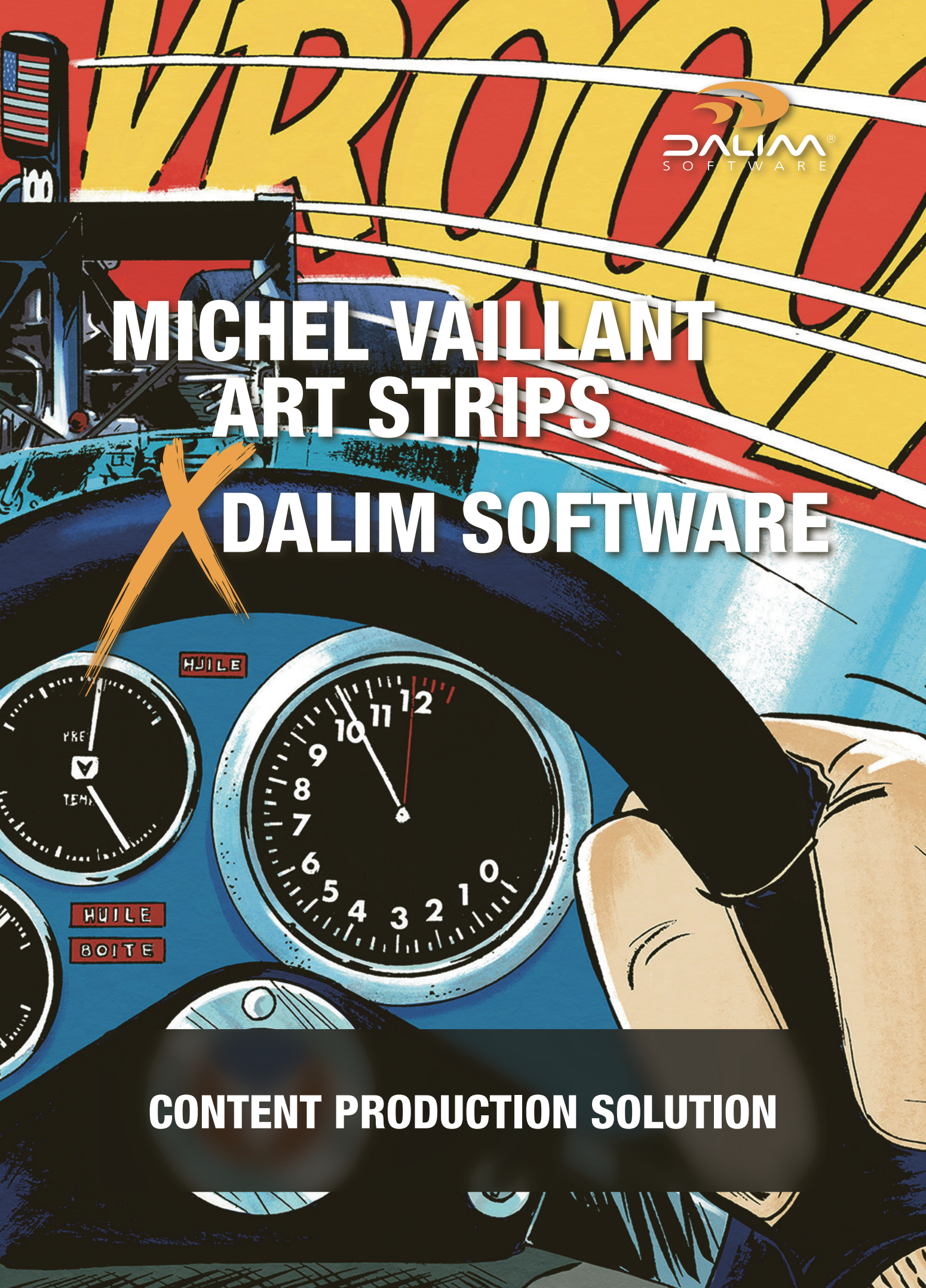


**CONTENT PRODUCTION SOLUTION**



# MICHEL VAILLANT ART STRIPS

**DALIM SOFTWARE**



**CONTENT PRODUCTION SOLUTION**

6-10 December • Kehl • Germany



# WWTM21

Discover Influence Network



## WWTM is back!

We're so excited to share the good news with you: The **World Wide Technology Meeting 2021 - WWTM21** - will be taking place from the **6th** to the **10th** of **December 2021**. Join us remotely or physically, we hope, as we mastermind the technology innovations in our products and for the future of our industry. In addition, our participants will attend exclusive training days to witness all the advancements, within our solutions, with their own eyes. **We can't wait to all see you!**

Apply at  
**[wwtm.dalim.com](https://wwtm.dalim.com)**



## Wer Schönheit vervielfältigt, muss auch das Original bewahren.

Wie verbindet man als Druck- und Mediendienstleister eigentlich ökologische und soziale Verantwortung mit wirtschaftlichem Erfolg?

Ganz einfach: mit der Art, wie wir leben, denken und handeln. Indem wir nicht nur Hochwertiges produzieren, sondern auch aktiv den Klimaschutz vorantreiben. Nicht nur profitieren, sondern uns auch sozial engagieren. Nicht nur in modernste Druckmaschinen und -technologien investieren, sondern auch in perfekt geschulte und motivierte Mitarbeiter. Nicht nur an uns und unsere Kunden denken, sondern auch an die nächste Generation. Mit einem Wort: mit Nachhaltigkeit.

So gelingt uns das Kunststück, gleichzeitig Schönes zu produzieren und zu bewahren. Auch das gehört zu unserem Anspruch:

**Wir erweitern das Spektrum.**

