

Based in Hagerstown, Maryland (US), **Phoenix Color**[®], a division of Lakeside Book Company, is a premier full-service, full-color printer with over 40 years of excellence in the printing industry. **Phoenix Color**[®] produces memorable, value-added components, heavily illustrated books, and specialty commercial products using various materials and decorative technologies. They have been servicing the publishing industry since 1979 and have formed lasting relationships with some of the biggest names in book publishing.

A key aspect of their success lies in their pioneering imposition techniques—a critical process in printing where the arrangement of pages is optimized for efficiency. **Keith Keefer**, Prepress Operations Supervisor, shares insights on **Phoenix Color**'s utilization of software solutions **DALIM ES** and **DALIM TWIST** to revolutionize their workflows.

Phoenix Color incorporated **DALIM LITHO** into their production process in 1996, signaling a transition towards a new workflow system using **DALIM SOFTWARE**. The purchase of **DALIM TWIST** followed, which allowed for the creation of a range of workflows. With the emergence of PDFs as a viable file format, **Phoenix Color** converted their existing files from PostScript to PDF, setting the stage for increased automation in their workflow. This conversion led to the development of automated systems for creating printing plates and arranging impositions; all managed through **DALIM TWIST**, a system that remains integral to their operations today.

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...the output is
approximately 440
plates a day...
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“
... **DALIM ES**
and **DALIM TWIST**
manage the brunt
of all workflow
operations...
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Some years later, they expanded their toolkit by investing in **DALIM ES**. This decision was based on solid factors: the system promised to bring about time and labor efficiencies while improving accuracy. Initially, **DALIM ES** functioned primarily as a digital asset management system, helping customers manage their assets.

Keith Keefer has been a regular at **DALIM SOFTWARE** user meetings for over two decades, gathering extensive experience with **DALIM ES**. His knowledge led to the realization that **DALIM ES** could be effectively integrated as a front-end system for **DALIM TWIST**.

Phoenix Color's Palette: More Than Just Pages

Phoenix Color[®] has carved a unique space in the market focusing on book components rather than the more common multipage documents like magazines or books. The cornerstone of their production is crafting book covers and printing children's books. The decision to adopt **DALIM TWIST** workflows was motivated by the system's streamlining capabilities for producing children's books.

All page impositions were carried out within **DALIM LITHO**. A **DALIM page** (patented format created by **DALIM SOFTWARE**) was crafted to function as the imposition template, into which pages were filled as needed for each form. Following the creation of the initial form, a fill list facilitated the dropping and automatic refreshing of pages, yet the overall process required manual intervention.