World of Fiery®

NEWSLETTER

efi | fiery

In this issue, see how Fiery® users like you are getting the most from their Fiery tools and training.

European CD manufacturer prints short runs with automated workflows

See how the largest CD manufacturer in Europe saves money on short-run jobs with an automated workflow built with EFI™ Fiery® JobFlow™.

macOS 10.12 Sierra support update

How to create notepads that get noticed

Watch World of Fiery webinar recordings and sign up for upcoming ones

WhatTheyThink?

Achieve increases in capacity without the need to add more staff

Hear from three Fiery customers to learn how they used Fiery workflow automation to increase capacity without adding more staff.

Free Fiery Global University courses and catalogue

Our eLearning courses are now free; take advantage now!

Watch how easy it is to calibrate, profile and verify

Watch four short videos to learn how you can calibrate to G7, profile, verify and match multiple printers with one colour management tool.

Fiery eXpress 4.6 becomes one comprehensive solution

Upgrade to get the full feature set of what used to be the Proofing Advanced version.

Upcoming Events

FIERY PROFESSIONAL CERTIFICATION PROGRAM
Not a Fiery Certified Professional Yet? Enhance your knowledge

Send us your comments at wof@efi.com. We'd love to hear from you.

European CD manufacturer prints short runs with automated workflows

Entertainment Distribution Company GmbH (EDC), produces up to a million CDs, DVDs, and Blu-ray discs a day, inserting the printed silver discs into plastic cases along with printed inlay cards or booklets.

Since 2015, all inlay-card and booklet jobs totalling fewer than 300 copies have been digitally printed using an automated workflow built with EFI Fiery JobFlow™.

Offset too costly for short runs

"The inlay cards and booklets for our CDs are offset printed. But the shortest possible run with this printing method is 300 copies, making colour prints in shorter runs much too expensive. And with the many short runs we have, it adds up to a considerable sum," explains Michael Beer, Head of Technical Support in CD Production.

Beer continues, *"The solution was to move short-run jobs into a new manufacturing-on-demand department. This allows us to simultaneously duplicate CDs, print the labels, and digitally print the inlay cards and booklets using Fiery JobFlow."*

Automated workflow for hassle-free inlay print

Fiery JobFlow is a workflow solution that provides powerful automation functionality for job preparation steps.

With JobFlow, EDC could build workflows that automatically preflight incoming PDF files, improve the image quality using the image enhancement feature, and impose the document in the desired layout using Fiery Impose templates. Using Fiery FreeForm™, EAN codes can be added to control the automated binding system.

All these manual steps can be streamlined in a single workflow for any print product. All the operator has to do is drag the file to be printed into the designated workflow hot folder, and all the remaining steps are completed automatically.

"Thanks to Fiery JobFlow, we avoid input errors, save time, and can concentrate on monitoring the CD duplicator and digital printing. If we had digitally printed all the short-run jobs we've had in recent years using the automated workflow of Fiery JobFlow, we could have saved a significant amount of money."

"We're preparing to expand production with additional duplicators to better exploit the investments we've made to date," says Beer, adding that his company could probably use Fiery JobFlow to good effect in mass production as well.

Read more

To read the complete case study, download it now.

Achieve increases in capacity without the need to add more staff

WhatTheyThink?

Do you want to achieve faster turn times, higher colour quality, and less operator intervention in your print production workflow?

WhatTheyThink Senior Editor Cary Sherburne recently sat down with three print providers to learn how they used Fiery workflow automation to streamline their production and increase capacity without adding staff. Now you can hear from:

- **Paul Sprow, Manager of Digital Production and Mail Center for Arlington County, Virginia.** With an eye toward being the county's sole source for printing and mail needs, Paul has made efficiency, cost effectiveness, and outstanding customer service key in his department.

- **Dave Wray, Workflow Specialist at CyberChrome, Inc.** To improve speed and consistency, Dave works with the customer service, prepress, and pressroom departments to streamline file prep, job submission, and other workflow elements.

- **Jason Biggs, President and COO, ZenPrint.** Jason has implemented a blend of homegrown and packaged software solutions, for a fully automated workflow driving its five digital presses from a single interface.

"The three companies featured in this session have achieved amazing increases in capacity without the need to add more staff. We hope their stories will inspire others who are working to become more efficient." — Cary Sherburne, Senior Editor WhatTheyThink.com.

Hear for yourself

Hear how three companies have transformed their businesses by automating workflow from order entry and job preparation through shipping and invoicing. Listen to the recorded webinar at WhatTheyThink.com.

Learn more

Find out more about the Fiery workflow automation solutions these customers are using:

- Fiery JobFlow: Automate job preparation steps to produce ready-to-print files with the fewest touch points and least potential for human errors. Fiery JobFlow Base is free and available for download through the Fiery Software Manager.

- EFI Digital StoreFront®: Get a flexible, eCommerce solution with best-in-class tools to configure and manage web-to-print platforms.

Watch how easy it is to calibrate, profile and verify

Colour quality is a key issue for digital print businesses. The major colour challenges print providers report include rejected jobs, lost profits due to reprints, and having to maintain colour consistency across multiple printers.

Fiery Color Profiler Suite is an integrated colour management solution that allows you to successfully match colour to a specific colour reference, and to maintain this match throughout the print run. In addition, Color Profiler Suite includes expert-level tools to generate best in-class device link profiles, and to match multiple printers to achieve shop-wide consistency.

Watch the PODi product briefing

PODi* reviewed Fiery Color Profiler Suite and published a colour management product briefing video. The briefing provides an overview of the solution and four videos focusing on:

- Advanced G7 calibration capabilities with Printer Profile

- Automated G7 calibration process with Express Profile

- Tools for verifying calibration results with Verify

- Ability to colour synchronise up to five digital presses with Printer Match

Fiery Color Profiler Suite is also covered in the PODi blog. Check it out today!

*PODi, Digital Print Initiative is a global member-supported organisation. Its goal is to drive demand for marketing applications powered by digital print and help members build successful digital print businesses.

Free Fiery Global University courses

We are please to announce that the eLearning courses are now free! Developed by EFI subject-matter experts, these courses cover a wide array of topics such as colour management, variable data printing, paper quality and much more. These courses are tailored to address the needs of print providers from beginning learners all the way to advanced users. Enrol today.

Click here to view our new Fiery Global University catalogue with all our available learning solutions.

Fiery eXpress version 4.6 becomes one comprehensive solution

Are you a Fiery eXpress Photo or Proofing user?
Now you can add the full feature set of what used to be the Proofing Advanced version. Upgrade to Fiery eXpress version 4.6 and you get it all!

There are no longer three flavours of Fiery eXpress, so all users get the complete feature set when upgrading to the latest version.

- For a Photo user, this means you'll automatically get access to the Adobe PDF and PostScript Engines; plus support for industry standards such as ISO 12647-7 and -8, SWOP, GRACoL, Fogra, Idealliance, PDF/X, and more. It also adds colour-handling capabilities such as conversion to greyscale, object-oriented colour management, and the ability to accept many more file formats.

- As a Proofing user, you'll get access to job-based optimisation and verification, plus support for the EFI ES-1000, ES-2000, plus X-Rite i1Pro and Pro2 spectrophotometers.

But there's even more

Even if you're already a Fiery eXpress Proofing Advanced user, this release has benefits for you.

- We added support for 14 new printer drivers for EPSON and Canon devices.

- Fiery eXpress 4.6 now runs on Mac OS X 10.11 and Microsoft® Windows® 10, and includes all latest PANTONE® spot colour libraries.

- On top of that, we've included the latest ISO 12647-2 reference profiles, updated the verification presets for proof validation in compliance with ISO/DIS 12647-7:2016, and added support for the EFI ES-2000 and X-Rite i1Pro 2 spectrophotometers.

Fiery eXpress 4.6 comes in two sizes, one for small applications (up to 18"/A2) and one for large applications (24" and larger). Get more information on the configurations here.

Please contact your Fiery wide-format reseller or visit efi.com/fieryexpress for more information.

How to create notepads that get noticed

Fiery features make it easy to produce notepads with accurate colour and fast finishing. Learn how by using our Print Applications web section for tips, tricks, and resources.

You'll find videos, how-to guides with sample jobs, and online training on these features for notepads:

1. **Pad printing** — Get a guide that shows you how to duplicate a single job as many times as you need to. You also get simple assembly of printed pads with a back cover.

2. **Spot colours** — Learn more about Fiery Spot-On™ to get the right brand colour and how Fiery servers support PANTONE® and other colour systems.

3. **Accurate colour** — Get guides on how to optimise the colour quality and manage paper stock with Fiery Paper Catalogue.

4. **Troubleshooting files** — See how to use advanced Fiery tools to identify and correct file issues before printing. Fiery ImageViewer provides a pixel-level preview of a raster file to pinpoint source of problem.

Learn more

Get short videos, how-to guides, online training and more so you can print cost-effective notepads. Visit us online.

macOS 10.12 Sierra support update

Apple released macOS Sierra (OS 10.12) on September 20, 2016. As part of this release, Apple changed the API for the OS primary language values. As a result, there were some software issues that have now been resolved for users on a macOS Sierra 10.12.x system.

Fiery Driver

EFI released the Fiery Driver 5.1 for macOS 10.12 Sierra support through the Fiery Driver Updater. The update fixes an issue found on non-English-language versions of macOS 10.12 Sierra. Full Fiery Drivers for individual products are available as usual from the Download Center on EFI.com.

Fiery Color Profiler Suite

The latest version of Fiery Color Profiler Suite 4.9.1 supports macOS 10.12 Sierra. The upgrade to version 4.9 is free for users with version 4.x covered under a current Software Maintenance and Support Agreement (SMSA). To purchase an upgrade from version 3.x to version 4.x, please visit our eStore or contact your Fiery reseller.

Fiery Wide Format

We are pleased to announce the latest versions of Fiery Wide Format products (plus all included options that can be installed on a macOS X platform) have been tested and approved for use on macOS 10.12 Sierra.

Watch World of Fiery recordings and sign up for upcoming ones

World Of Fiery
Webinars

We have had another successful series of webinars in 2016. Fiery subject matter experts presented valuable information for colour professionals, and for owners and managers of print businesses and in-plant/CRD operations.

- Advanced colour management for digital print systems

- Building on our other sessions on colour management, this session delves deeper into colour management and gives you the knowledge for getting the best reproduction of colour in your production environment.

- Use powerful Enfocus PitStop Edit PDF tools to quickly make print-ready files

- Get the best return on your Fiery makeready applications and discover how to leverage Enfocus PitStop Edit, a powerful Adobe Acrobat plug-in, to enhance or fix PDF documents in the prepress department or at the digital front end.

- Best practices for troubleshooting print quality problems

- Learn how to use advanced Fiery graphic arts tools to quickly troubleshoot and fix common print issues right at the DFE, eliminating rework and the need to go back to prepress.

- Use powerful print production analytics for higher profitability
  What you don't know about your operation can impact your bottom line. Find out how capturing key operational data can help you make informed decisions to improve profitability.

Feedback from our audience has been tremendous:

- "I appreciated the clarity and practicality on the topic of real world challenges around colour management."

- "The depth of the session. Covered high level topics that we sometimes struggle with. Presenter provided a clear and concise presentation that catered to the experienced user while refreshing information for those who may not know the ends and outs."

- "The amount of resources being provided is great!"

- "I have been using the Fiery for 10 years and I have not been aware of the depth of the software until today. I wish I had known all this years ago."

We invite you to listen to the recordings and enjoy the free resources we shared with the audience in all our previous sessions. All our sessions are recorded and are available to be viewed at your convenience. You can find these recordings with many additional resources on our website at http://webinar.efi.com/WorldofFiery.

You can also take advantage of our wide format series. All these session recordings are available at http://webinar.efi.com/WorldofFieryWF.

More great sessions to come in 2017

The 2017 series of free educational webinars will be advertised soon, so stay tuned. Make sure to check back, register, and attend.

If you have any questions or comments about the World of Fiery Webinar Series, please email us at wof@efi.com.

EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 0808 101 3484 (UK only) or +44 (0)1246 298000 for more information.

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