

Offset 5020 sees end-to-end benefits from the unified Fiery Driven™ print room

Offset5020 has continually expanded its portfolio over the years, and entered the digital printing market at an early stage. With its innovative and customer-oriented solutions, the company has successfully positioned itself in the market, and has been able to record a remarkable success story. Today, the Austrian company with 85 employees generates sales of 12 million euros, and handles all workflow steps from product development and prepress, through to finishing and logistics at its Salzburg site. EFI™ helped Offset5020 control their various digital printing systems through its central digital print job management solution – Fiery® Command WorkStation®. René Kirchlechner, Technical Manager, told us about what this new solution has achieved in practice.



Digital printing gains space

Initially at Offset5020, digital printing was outsourced to a separate subsidiary, while the main plant handled offset printing. But in 2016, the company integrated digital printing into the company's central business facility. This reflected the market situation, which increasingly required print products that combined offset and digital printing.

The big role that digital printing now plays in their business is also reflected in the company's architecture. In 2017, they extended their premises with a new building where they can further develop digital printing. "The production of small print runs, but also personalisation, serialisation, and the encoding of printed material has increased greatly in our company. Because of this, the volume of digital printing has also increased enormously," explains René Kirchlechner.

In order to cover the wide-ranging customer requirements, offset printing is indispensable for the company. Two five-colour presses in 3b format, and one five-colour in quarter-sheet format, provide the necessary clout. Through the combination of offset and digital printing, Offset5020 is also able to handle

Challenge:

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TECHNICAL MANAGER
OFFSET5020



Offset5020 offers a full portfolio of services under one roof. The company's mantra is to impress the customers, whether through quality, commitment, or flexibility. The company was founded in 1972. The current managing director, Gerald Watzal, took over the company in 1989 with 17 employees and sales of 1.5 million euros. Now, the Austrian company has 85 employees and generates sales of 12 million euros. It covers all work steps from product development and prepress, through to finishing and logistics at their Salzburg site. The printshop specialises in printing catalogues, brochures, flyers, posters, and many other high-quality printed products – including personalised materials.

offset5020 Druckerei & Verlag GesmbH
Bayernstraße 27
5071 Siezenheim
Fax 0043 662 85 70 70 30
+0800 400 17 18 55
office@offset5020.at
<https://www.offset5020.at/>

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Offset5020's story



Fierey Command WorkStation 6 centralises job management.

higher-volume personalisation jobs. They can print a job with offset, then use a digital inkjet printer to apply activation codes or coupon codes. The company also set up druckerei-salzburg.at, an online shop where customers can order mostly personalised print products. Personalisation has become a big part of the business, and it is only practical with digital printing technology. This is where the EFI Fierey digital front end comes in to the picture.

Streamlining for productivity

“With an end-to-end digital workflow, efficiency in production is a crucial factor. Especially since we have to channel more and more jobs through our digital workflow, due to the need for shorter runs. That’s why we’re also trying to bring automation to maximum levels in prepress,” says René Kirchlechner. They always used their Fierey Command WorkStation to control their four Konica Minolta digital print systems. They controlled the large-format printers using the EFI Fierey XF interface, which is designed specifically for large-format

Solution:

“With the latest Fierey Command WorkStation, we can centrally control all our digital print systems; five cutsheet production systems, three large-format printers with a maximum width of 160 cm, and a proofing system for our offset printing.”

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René Kirchlechner uses Fiery Impose to simplify the makeready workflow.

printing. However, controlling the toner- and inkjet-based printing systems through the different job management applications they'd used before made operating them all more difficult, which also increased training and maintenance costs.

When EFI introduced Fiery Command WorkStation 6 to the market in combination with Fiery XF 7, René Kirchlechner quickly realised that it would let Offset5020 create a unified print room that centralises job management and other print processes across all of their digital and offset devices to significantly increase efficiency. "Fiery Command WorkStation allows us to connect the two worlds, which makes the whole process much easier. With Command WorkStation and Fiery XF 7, we can centrally control all digital print systems, which are five cutsheet production systems, three large-format printers with a maximum width of 160 cm, and a proofing system for our offset printing." The central control makes the everyday work much easier and it is even easier to keep track of smaller production runs.

With the introduction of Fiery Command WorkStation, the technical manager realised another long-awaited wish – one central colour-management system. The different systems are calibrated with Fiery Color Profiler Suite and they are then able to calibrate and make sure the colour matches on all machines, and even match colour with offset printers in case they have a mixed job. This makes it possible for Offset5020 to achieve uniform results using different digital printing processes and substrates – from paper and cardboard to foils. "Especially for branded companies and international firms, a uniform appearance is an important concern. Fiery Command WorkStation helps us meet this requirement."

Besides the centralised control and colour-management benefits, the Fiery unified print room also brought advantages in terms of training and support. Before, Offset5020 needed to use multiple different software applications. Now with a single interface, employees only need to learn one system. Fiery Command WorkStation is very user friendly too, making the entire process much easier.

Result:

"With the latest hardware and software from EFI, we can certainly see an increase in efficiency on the production machines, and achieve more output."

RENÉ KIRCHLECHNER,
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More efficiency makes more profit

“When asked what return on investment (ROI) he expects for the Fiery workflow solutions, René Kirchlechner said he believes the purchase will pay for itself in no more than one and a half years, even without counting the savings from the simpler centralised operation. The Fiery unified print room will achieve this ROI by simplifying the production process — saving time. It also provides a better overview of all jobs, and greater control over the digital workflow. “With the latest hardware and software from EFI, we can certainly see an increase in efficiency on the production machines, and achieve more output,” confirms René Kirchlechner.

In addition to the centralisation of the entire digital prepress order management, and the associated simplified operation, the investment in unified printing and proofing has led to a significant increase in productivity. Over the next few months, René Kirchlechner and his team will be working with EFI to explore the automation capabilities of the Fiery Workflow Suite to achieve even better productivity results.

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