

How-to: Prepare and produce personalized postcards



Feature overview

Efficiently driving complex variable data printing (VDP) jobs in a digital print environment requires the flexibility to operate with VDP jobs across applications for efficient print preparation.

Fiery® Impose offers VDP jobs the same page layout functions as with regular jobs so you can print highly effective one-to-one communications. With Fiery Impose, you can produce a variety of VDP applications, including booklets, postcards, coupons, flyers and more.

Objectives

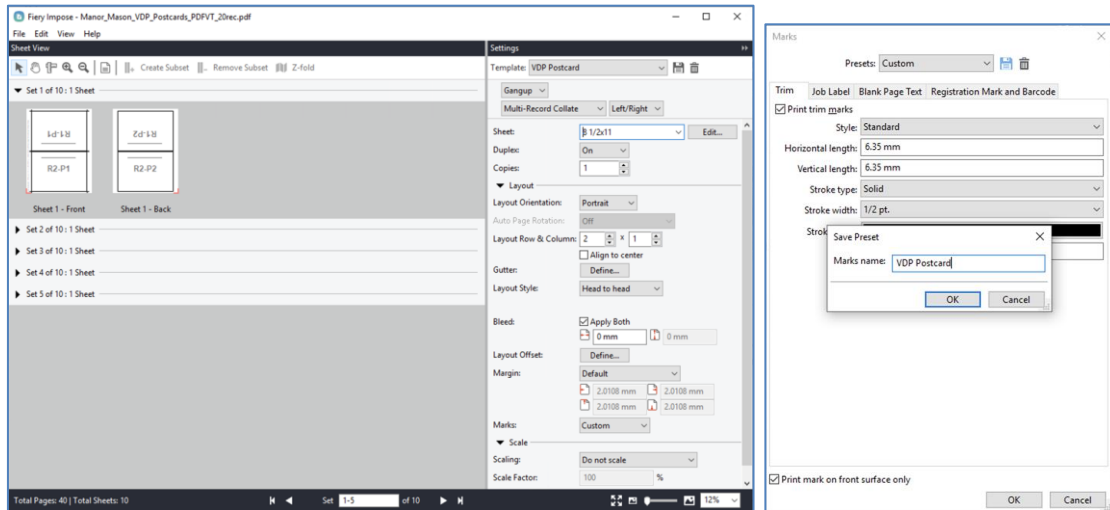
- Impose a variable (PDF/VT) document.
- Define a preset for trim marks.
- Preview the records in Fiery Impose.

Additional resources

For additional software downloads, training resources, and more, go to [Fiery Online Resources](#).

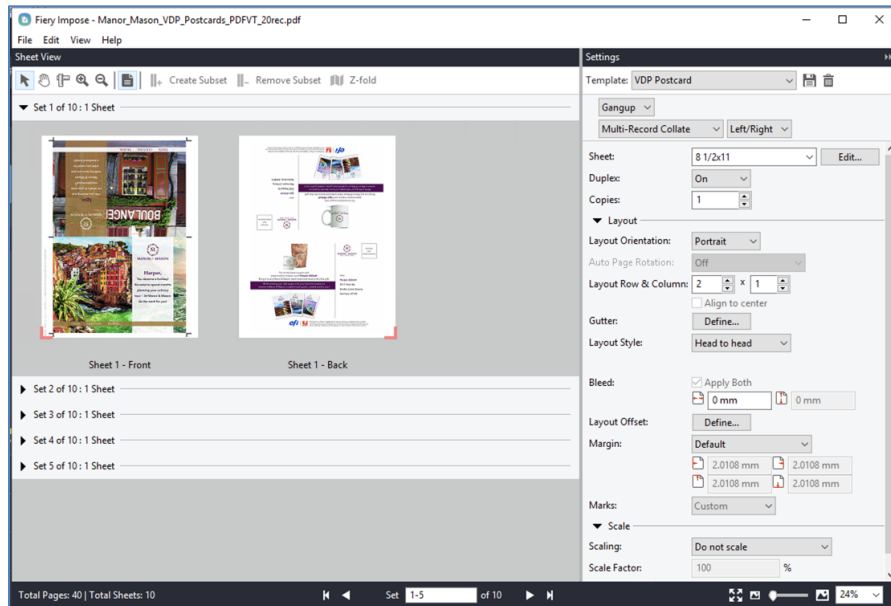
Before you begin

- Open Fiery Command WorkStation® 6.7 or newer. Connect to a Fiery Driven™ printer running Fiery FS500 / FS500 Pro system software or newer.
 - **Important note:** If you have a Fiery FS500 embedded server, a license for the Fiery JobExpert and PDF Processing Kit is required to process PDF/VT files. Contact your Fiery reseller to purchase this license.
- Activate the Fiery Impose license on the computer running Command WorkStation. Fiery Impose can either be fully licensed or running in trial mode.
 - To request a free 30-day trial for Fiery Impose, go to <http://fiery.efi.com/impose/freetrial30>.
- Place the sample file **Manor_Mason_VDP_Postcard_PDFVT_20rec.pdf** in the Fiery server HELD queue. Drag the file to the Command WorkStation HELD list, or use the Command WorkStation Import Job menu option.
- Ensure that the printer and the Fiery server have been calibrated before printing any output.



Impose the variable document

1. Select the **Manor_Mason_VDP_Postcard_PDFVT_20rec.pdf** file in the Command WorkStation HELD list. Then right-click and select **Impose**.
2. By default, the pages will be displayed as wireframe previews when imposing a variable data job.
3. In the Settings pane, select **Gangup** for the product intent.
4. Below Gangup, select **Multi-Record Collate>Left/Right**.
5. For Sheet, select **8 1/2x11** or **A4**.
6. For Duplex, select **On**.
7. In the Layout area, set the following options:
 - a. Layout Orientation: **Portrait**.
 - b. Row & Column: **2 x 1**.
 - c. Layout Style: **Head to Head**.
8. In the Marks area, click **Define**.
9. In the Trim tab, set the following options:
 - a. Select the **Print trim Marks** check box.
 - b. Horizontal and Vertical length: **0.25 inches** or **6.35 mm**.
 - c. Stroke Type: **Solid**.
 - d. Stroke width: **1/2 Pt**.
 - e. Stroke Color: **Black**.
10. Click the Job Label tab and set the following options:
 - a. Select the **Print Job Label** check box. This will automatically enable Job Name, Sheet Info and Date & Time
 - b. Position: **Bottom Left**
 - c. Orientation: **Vertical**
11. Select the **Print mark on front surface only** check box and then click **OK** to close.
12. Click the **Disk** icon to save the marks setting as preset for future use.
13. Type the name **VDP postcard** and confirm with **OK**.



Preview the records in Fiery Impose

1. Click the **Toggle Sheet Content** icon in the Toolbar. Fiery Impose will generate thumbnails for the first record range 1-10.
2. In the Layout area, scroll through Sets and expand each of the first five sets to preview the results. Each set represents the gangup output of two records.
3. Click the **Save** icon next to Template to save this new template for future use.
4. Enter a name for the template. This will allow you to quickly apply the new layout to other similar jobs. You can also select and use it from Job Properties, Hot Folders, Virtual Printers and Fiery JobFlow. Click **OK** when done.
5. Save and name the job. Click **File > Save**.
6. Enter a Job Name. For this example, type **PersonalizedPostcards**. Then click **OK** when done.
7. Click **File > Exit** or click the red **X** located in the corner to close Fiery Impose.
8. The new job will be saved in the HELD list and is ready to print.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, building materials and personalized 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 for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

The APPS logo, AutoCal, Auto-Count, Balance, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, Digital StoreFront, DirectSmile, DocBuilder, DocBuilder Pro, DockNet, DocStream, DSFdesign Studio, Dynamic Wedge, EDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPPhoto, EPRegister, EPStatus, Estimate, ExpressPay, FabriVU, Fast-4, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, Fiery JobFlow, Fiery JobMaster, Fiery Link, Fiery Navigator, Fiery Prints, the Fiery Prints logo, Fiery Spark, FreeForm, Hagen, Inkintensity, Inkware, LapNet, Logic, Metrix, MicroPress, MiniNet, Monarch, OneFlow, Pace, Pecas, Pecas Vision, PhotoXposure, PressVu, Printcafe, PrinterSite, PrintFlow, PrintMe, the PrintMe logo, PrintSmith, PrintSmith Site, PrintStream, Print to Win, Prograph, PSI, PSI Flexo, Radius, Remoteproof, RIPChips, RIP-While-Print, Screenproof, SendMe, Sincrolor, Splash, Spot-On, TrackNet, UltraPress, UltraTex, UltraVu, UV Series 50, VisualCal, VUTEk, the VUTEk logo, and WebTools are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries.

All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.