

How-To:

Personalize Newsletters With Enhanced FreeForm



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Feature Overview

Fiery FreeForm has been enhanced to give the user the flexibility to control the mapping between the variable and master documents. This provides users several benefits. First, instead of adding blank pages to the source variable document, the user can **map** a blank page to a master page. Second, the user can pick and choose which master page a given variable page uses.

Enhanced FreeForm is supported in Fiery Command WorkStation Job Properties, Virtual Printers, Job Presets, Hot Folders, plus Windows and Mac drivers.

Customer Benefits

- Simplifies creating and using VDP documents by allowing users to map variable documents to master documents without modifying the source documents.
- Offers flexibility to pick only a subset of pages from a master document for use with the variable record in any order.
- Allows print shops to print jobs without returning the variable document for revisions.

Objectives of Exercise

- Use Fiery FreeForm to assign a Master.
- Use Fiery FreeForm to assign a Variable document to use the create master.
- Apply Enhanced FreeForm to map pages to personalize an eight-page newsletter containing variable document with only two variable pages.

Additional Resources

If you would like to learn more about Fiery product features, EFI has created interactive online courses designed to enhance Fiery product knowledge and help increase performance. For complete list of the online courses we offer, go to the [Fiery eLearning](#) web page.

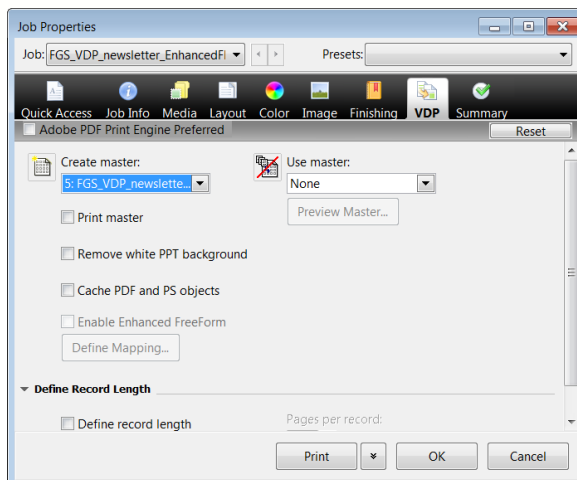
Before you begin

- Have Fiery Command WorkStation 5.5 or above opened and connected to at least one Fiery server running Fiery FS100/ FS100 Pro or above.
- Place the following sample files in the Fiery Held queue. Drag and drop the file to the Command WorkStation Held queue or use the Command WorkStation Import menu option.
 - **FGS_VDP_newsletter_enhancedFF_STATIC.pdf** US letter or A4 metric
 - **FGS_VDP_newsletter_enhancedFF_VARIABLE.pdf** US letter or A4 metric
- Ensure the printer and Fiery server have been calibrated before printing any output.



Note:

Each output device will have different procedures for configuring and printing the finished document. Consult the user documentation for the copier and Fiery server that will be used for the How-To Guide.



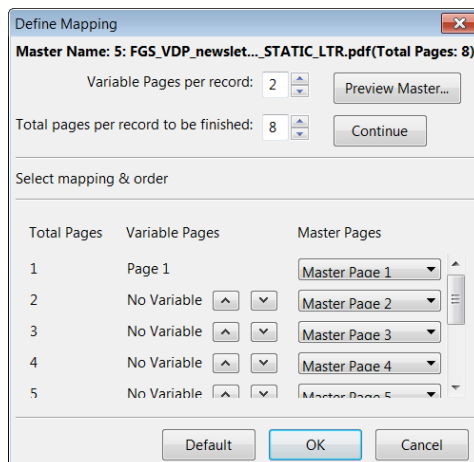
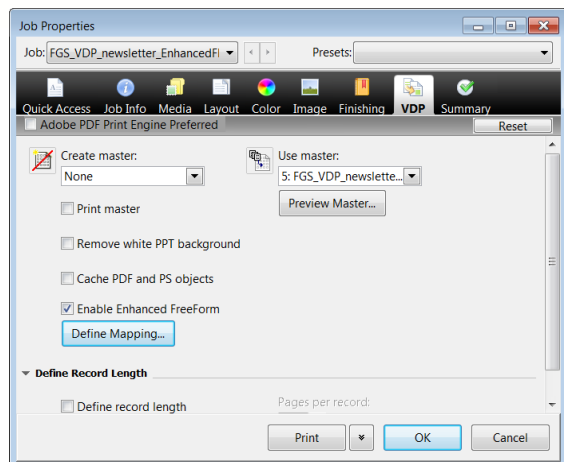
Assign the FreeForm Master

1. Locate the files **FGS_VDP_newsletter_enhancedFF_STATIC_LTR.pdf** or **FGS_VDP_newsletter_enhancedFF_STATIC_A4.pdf** in the Command WorkStation Held queue and right-click to select Properties.
2. Select the **VDP** tab.
3. In the **Create Master** drop-down menu, choose a **FreeForm Master** number to assign to the job. For this example select **5: Not Created**.
4. Leave the check box option **Print master** **unchecked**. When this PDF file is printed without the variable file, the master will process and be defined as FreeForm Master 5, without sending output to the printer.
5. Select **Print**. The document will be processed and assigned to **FreeForm Master 5**.



Note: If you enabled the option **Print master** then the master document was submitted to the Fiery Print queue.

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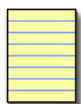
Apply the FreeForm Master to the Variable Document

1. Select the file **FGS_VDP_newsletter_enhancedFF_VARIABLE_LTR.pdf** or **FGS_VDP_newsletter_enhancedFF_VARIABLE_A4.pdf** in the Command WorkStation Held queue and right-click to select Properties.
2. Select the **VDP** tab.
3. In the Use Master drop down menu select **5:FGS_VDP_newsletter_enhancedFF_Static.pdf**.



Note: (Optional) Select Preview **Master** to preview the FreeForm Master pages. **Close** when done viewing the preview.

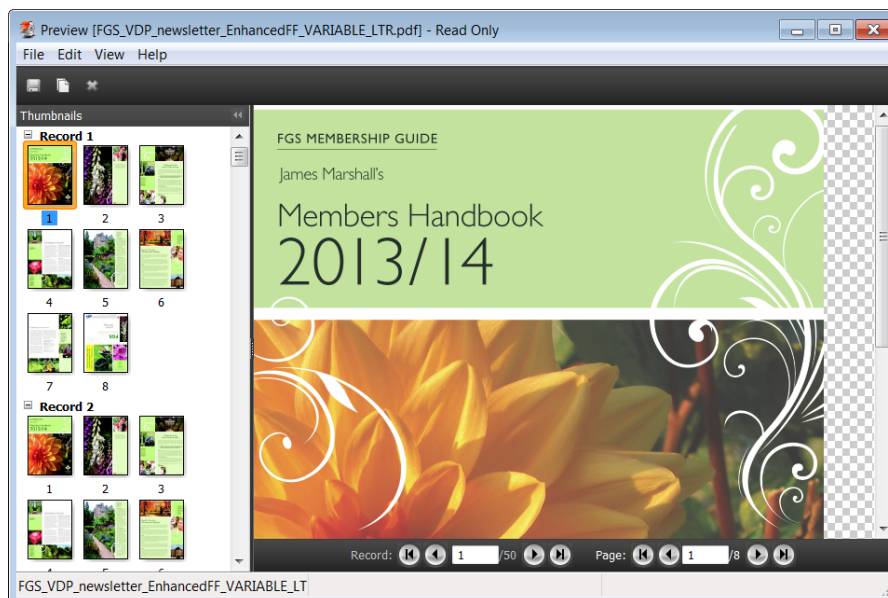
4. Check to enable the option **Enable enhanced FreeForm** and select **Define Mapping...**
5. In the Define Mapping window, enter the following information.
6. Enter 2 for the Variable Pages per record.
7. Enter 8 for the Total pages per record to be finished and select **Continue**.
8. In the **Select mapping & order** section, you can assign the page location for the variable page(s) and map each master page(s) location.
9. Move each No Variable page using the up arrow until Page 2 of the Variable document has been moved down to the page 8 location for the Master Page number. Select **OK**.
10. Select the **Media** tab and specify the media options for your workflow.
11. Select the **Layout** tab and set the Duplex option: Top-Top.
12. Select the **Finishing** tab and select a corner **Stapling** option. Select **Process and Hold**.



Note: The Duplex and Stapling options will vary with print devices.

Previewing the final document

1. After the job has completed processing and moves to the Fiery server Held queue, select the job and right-click to select **Preview**. Preview will allow you to view each record and also view specific pages within each record.
2. Scroll to view Record 2 to see the member's name has been changed for each record.
3. Scroll to view page 8 to see the member's address has been changed for each record.





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