

Ruksaldruck wins with EFI Pace.

Originally developed for the American market, EFI™ comprehensively adapted the Pace™ Management Information System (MIS) to meet the varied needs of European printers. After using EFI Pace for the better part of a year, Berlin, Germany-based Ruksaldruck offered a well-tested evaluation of the system.

The 32-person Ruksaldruck printing company is known primarily for its involvement with the visual arts. High-end art catalogs and annual reports form part of its portfolio. Among the many feathers in its cap is an annual calendar featuring works by prominent artists, which the company has been producing since 1982. An art festival associated with the calendar is extremely popular and provides a solid customer base.



High standards extend to the environment

Ruksaldruck insists on ecological processes. The 1,000-square-metre roof of the production building is used to produce solar power. "Amongst other things, this helped us win the first Green Buddy Award for Production in 2011," said Managing Director Stefan Greinert. The award is given out annually by the Tempelhof-Schöneberg district authorities. Ruksaldruck is currently preparing for certification according to the EMAS seal of approval of the European Union, scheduled for completion in 2015. EFI Pace helps in this regard. The new MIS is able to provide essential information for specific consumption data, such as paper and ink.

When it comes to "green" Ruksaldruck doesn't stop there. As part of an enterprise network the company is planning to introduce a courier service using electric vehicles. This means that most of Ruksaldruck's deliveries will be emission-free. "A Service Point and Loading Station will be set up here on the factory premises," says Greinert, explaining the sustainable service.

Challenge

Ruksaldruck wanted an MIS system that could adapt to the company's individual needs which included an efficient, highly productive workflow and an eye on the environment.

ruksaldruck.

Das Bessere ist der Feind des Guten.

The highest quality and unconditional reliability – can they really be combined? Ruksaldruck have been committed to working at this since the company was founded in 1935. They started with stone lithography and blueprinting and now apply the same standards to state-of-the-art production printing.

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Printshop management with Pace

After a lengthy phase of market research, Ruksaldruck chose the EFI Pace MIS. They bought the modular system back in March 2012. "At the start, it was clear that the system was tailored to the American market," says Greinert. "But since then, the software has been comprehensively tailored to the needs of European print service providers."

The system is installed using virtual machines and configured via remote access. Pace can be controlled from any web browser at the user workstations. Ruksaldruck uses Google Chrome and Firefox, which cope better with the Java-based system than other web browsers. Particularly during the thorough system configuration phase, Greinert was pleased that the MIS can be accessed from anywhere via the Internet.

EFI Pace is modular and can be individually configured. It provides options for all the important areas in a print shop. From costing to production management, warehouse management, including purchasing, and plant data collection right through to shipment, every step is depicted. Other options include sales management and a web-to-print solution.

Although the MIS can be set up with completely individual defaults, the information has to be entered into the system. Price tables have to be input, along with different types of paper of various weights and sizes, defaults for data handling and make-ready times, customer data, and much more.

User rights can be assigned for every single job so that each employee can call up and edit the information that relates to his or her department. Connection to existing structured databases is possible via ODBC, as is the importing and exporting of Excel data.

During implementation of the individual operating structure, EFI supports the printing company via the online training and consulting. Greinert then takes over the training of employees in their respective departments within the company.

At Ruksaldruck, 16 workstations were incorporated into the system during the first stage. In addition to the Sales, Accounts and Processing departments, Prepress, Production, Shipping and Storage can also access the information. Furthermore, additional plant data collection terminals are also available in the Print and Print Finishing departments.

One of the next goals is to implement an electronic planning board. Longer-term projects include the integration of JDF and the use of web-to-print options.

Solution:

After a lengthy phase of market research, Ruksaldruck chose the Pace MIS.



Stefan Greinert (right) and Martin Sorg have been working with the Pace MIS since the beginning of the year.

Reaping the benefits

After just a few months, the benefits of working with the new MIS system were already evident. Amongst other things, the costing feature allows calculations for multiple products in a single quote and enables predefined standard offers, which can be selected from a list. The result is fast and accurate pricing.

Greinert has one particular item on his wish list for costing. So far you have to use a trick to accommodate various folded sections, for example, eight-page and four-page sections or mixed forms of different flyers on one printed sheet. Greinert anticipates that after EFI's acquisition of impositions specialists Metrix, they will also be able to benefit from the integration with Pace in the near future.

In Production, the MIS is able to automatically find the best and/or fastest production route. The system can avoid unnecessary inventory because purchasing can work on a "just-in-time" basis.

Based on the stored data, the MIS also suggests printing alternatives. In combination with modern, efficient presses and automated processes in prepress, IT-based monitoring and control is a prerequisite for an optimally set workflow.

For external DATEV financial accounting, records can be imported and exported in the appropriate format. Ruksaldruck plans to implement modules for analysis and post-costing in the medium term.

Planning for the future

"With the Pace MIS, we have a solution that is modular and extensible, and can therefore grow with our requirements. It was definitely the right decision," says Greinert. In his experience, there is no MIS for printing companies that can be put into operation straight "out of the box", and there never can be. Discussions he has had with colleagues in other plants have confirmed this. The requirements within each company are too varied for this to happen.

Results:

"With the Pace MIS, we have a solution that is modular and extensible, and can therefore grow with our requirements. It was definitely the right decision."

STEFAN GREINERT,
MANAGING DIRECTOR

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