FAQ: World of Fiery Webinar – Recipe for VDP: A primer for creating successful campaigns

How can we use variable data address on a 24pg newsletter sent to digital press? We had difficulty with the Fiery DFE wanting to print all 50 newsletters together as one booklet.

You can use Fiery FreeForm as we showed during the webinar or, if you have a Fiery that supports Define Record Length, you can tell the Fiery server to treat a file as a document with 24 pages per customer. Define Record Length is also available from the VDP tab in the print driver or job properties in Command WorkStation®.

We are new to VDP. How can we sell VDP to our customers?

If you want to learn about how to better sell and explore VDP campaigns, we invite you to view the recorded sessions we did about this topic last year.

- [The Business of VDP: How to Get Started and Grow Your Profits](#)
- [Ten Ways that Fiery Tools Make VDP Easy](#)

The best way to sell VDP is to use a creative VDP campaign to your customers announcing your offering to them!

If we are printing mail outs, is there a way to print individual addresses on each postcard using Command WorkStation?

As we showed during the webinar, you can use Microsoft Word or another application such as Adobe InDesign to create a simple template that has the address details for the postcards. You can then merge them using Fiery FreeForm.

How great is the difference in using VDP systems when switching from a Mac or PC?

There is absolutely no difference in using VDP systems if you use a PC or a Mac. Both examples we shared can be done with both the PC and Mac versions of Microsoft Word and Adobe InDesign. There is also no difference if you use the PC or Mac version of our print drivers or Command WorkStation.

Our digital print department utilizes UV and Solvent based inks, multiple profiles, processes and materials. How would you implement VDP campaigns into our workflow, maximize productivity and maintain our G7 Master Qualification?

Your G7 Master Qualification has no relevance to the type of jobs you produce whether that is a normal job or a VDP job.
If you print the campaign materials on a print engine/media combinations that you have made custom ICC output profiles then all of your VDP and non-VDP prints will match G7 as long as you have either

- verified the match with colorimetrically to a G7-based reference (SWOP or GRACoL), or
- checked for basic G7 grayscale compliance using Curve software to analyze a P2P printed using the custom output profile for that media.

Remember that if you only check with Curve, you can verify that you match G7 grayscale or targeted. If you match the SWOP or GRACoL reference using a color verification tool, then you are matching G7 at the highest level, G7 Colorspace.

My company concentrates on variable images and barcodes for ID cards. Can you provide information on this?

If you have to deal with lots of images, I would recommend looking at advanced VDP solutions like XMPie, MarcomCentral FusionPro, or GMC Inspire. These solutions have more efficient ways to link images based on customer details, like first name and last name or student ID. Both solutions also have more extensive support for different types of bar codes than Fiery FreeForm does.

Does total pages per record in VDP section represent total pages in job?

Total pages per record represents the number of pages the Fiery system sees per customer. So in our newsletter example, the total pages per record is 8. Our customer list has 500 records, so the total number of pages for the entire job is 8*500=4000.

We have a recurring job we do often that is personalized and includes variable text as well as variable images per record. We currently use InDesign, with XMPie, and export a huge multi-page PDF and send it to Fiery. I'd love to find a better, more efficient way to do this.

My advice would be to see if you are able to output to a VDP format like PPML or PDF/VT. If this is not possible then you can use a feature like Define Record Length on the Fiery server to indicate that this is a VDP job with a number of pages per record. Define Record Length is available with Fiery System 9r2 and above.

Can you talk about PPML? I've tried before to use it with Fiery but have not been successful.

First, we recommend that you have a look at the bonus video we have posted that goes into more detail about PPML and some of the other VDP languages. Second, PPML is only supported on our external Fiery servers.

If we do not have a Fiery RIP, are we still able to merge the variable information before printing?

Yes, you will still be able to merge the data but, without a Fiery DFE, you will not be able to accelerate processing of these types of jobs.

If I have a vet clinic customer and want to place the picture of the clients pet on their card, can I use FreeForm to apply pictures as variable data?

You can use InDesign to create a template that has different images per customer. You can add a column in your customer list that has the location of the image InDesign needs to insert. Make sure you prepend the column header with the @ character so that InDesign knows that this is an image location. More info about this can be found at: https://helpx.adobe.com/indesign/using/data-merge.html.
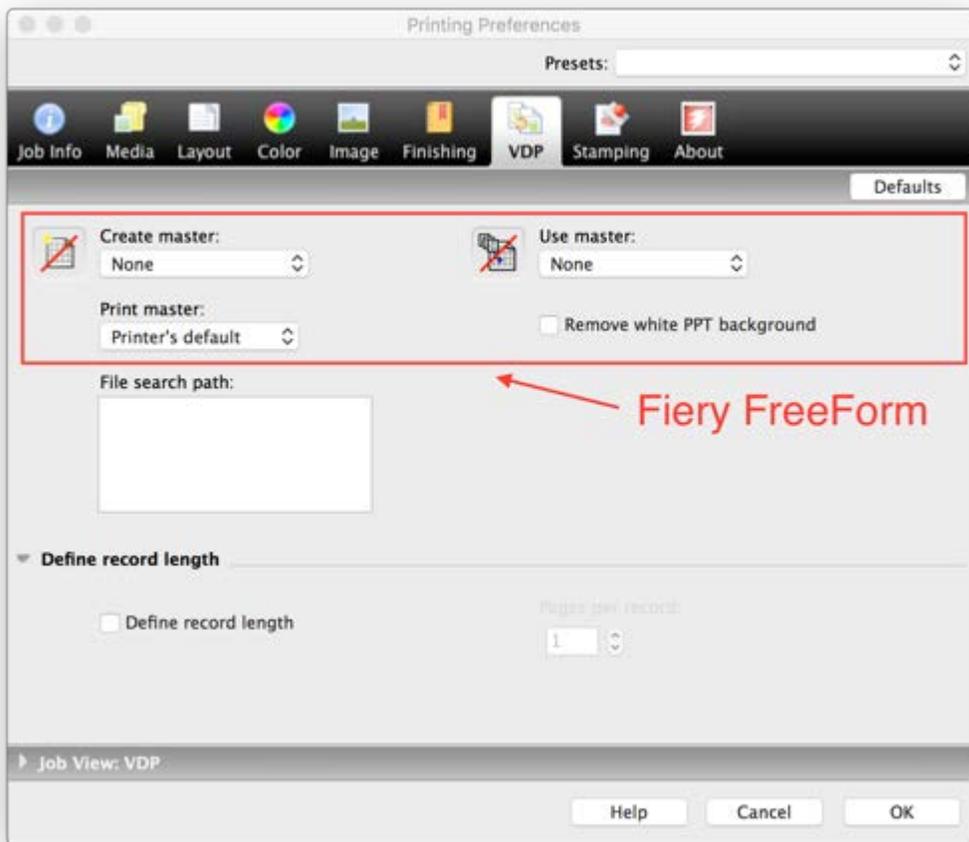
Was webinar recorded? Where can I access the recording and other resources?

Yes, you can find the recording of the session, a copy of the presentation and all the other resources we talked about at http://webinar.efi.com/WorldofFiery2015/Oct7.

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Should I use TXT or CSV from Microsoft Excel for my customer list?

We recommend that you save your customer data in Excel as a CSV file.

I have Fiery Command WorkStation, but cannot locate Fiery FreeForm. Is this an additional piece of software I need to install?
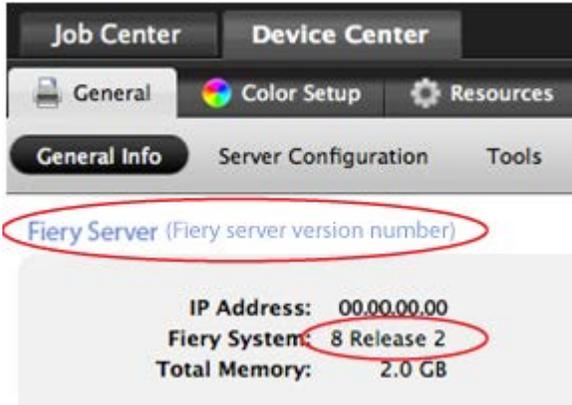
Fiery FreeForm is not an installable option. If you have a VDP tab in a Fiery Print Driver or Job Properties in Command WorkStation, you have Fiery FreeForm.

When looking at the VDP tab on Command WorkStation, I do not see what Fiery version we have available.

Your Fiery System version is listed in the Device Center General Information tab in Command WorkStation.

How can I access the recorded session for last year?

These are the two VDP webinars we did in 2014 –

- **The Business of VDP: How to Get Started and Grow Your Profits**
- **Ten Ways that Fiery Tools Make VDP Easy**

Is there VDP tutorial on line that I can download?

We recommend that you visit the Fiery Variable Data Printing Solutions webpage where you'll find information about our VDP solutions. Check out the Resources tab and download the How-To guides –

- Prepare and print a personalized newsletter using FreeForm
- Prepare and produce personalized booklets
- Prepare and produce personalized postcards

As a reminder, the sample files and How-To guides shown during the demo are available for you to download here.

And finally, take advantage of the free eLearning courses we are offering. Get complete details in this flyer. Offer expires December 31, 2015.