

Customer Testimonial

Enfocus Certified PDF Works at Cadmus

"... by getting PDF to work like this, we can let equipment do its work and reduce production costs. It might be one of the only ways printing can get back to profitability."

Jim McQueen, VP Digital Technology & Development, Cadmus Specialty Publications



As recently as last year the experts told us that mass PDF adoption in the prepress and printing industries was still way off, and that use only amounted to a small percentage of total jobs.

Well, jump into the "way off": the future is now at Cadmus' 1500-person strong Specialty Publications Division (CSP), where Division Vice President of Digital Technology and Development Jim McQueen has been behind a digital movement that counts big PDF adoption - 40% of the workload! - among its numerous successes.

"We've been in digital overdrive," McQueen says. "Three years ago we were only 20% digital. Today we're 95% with Brisque and Prinergy-driven CTP. Then, only two years ago, we went PDF. First we got our own people, and our clients, to CTP; and once we got there, we got them to PDF."

McQueen, whose division prints such distinguished titles as Variety, is also an architect and critical contributor to CSP's branded process model, called Cadmus MediaWorks, designed to provide practical automation and technology for building publication cycle efficiencies. Enfocus' Certified PDF technology is core to this effort, as it insures reliable and predictable exchange of PDF documents..

Cadmus MediaWorks is necessarily both an internal and external endeavor, which means that once CSP had its 3 locations -- in Easton and East Stroudsburg, PA; and Richmond, VA - up to speed, the company began the process of bringing Cadmus MediaWorks to its clients.

The Cadmus MediaWorks team goes onsite to assess client workflows, servers, networks, and desktop needs; returning with an ROI-based recommendation representing the best approach with the least amount of disruption to publishers. The team also provides training and installation.

Today, CSP facilities are linked both to each other and to CSP clients so that all can take advantage of Cadmus MediaWorks.

"MediaWorks combines our prepress workflow with the clients'. If I streamline the client and get the client correct, which I can do to a great degree because of our decision to integrate Enfocus technology - we get predictable jobs coming in all the time," McQueen explains.

"The goal is to reduce (clients') internal production times while allowing them more complete control over the variables. By certifying their PDFs with Enfocus, and we use PDF/X 1A, we can substantially expedite turnaound (time)." McQueen continues to say that clients are catching the vast majority of mistakes, and correcting them, before the files get to CSP. As a result he sees very little AA (author alteration). McQueen also adds that his workflow demonstrates the advantage of utilizing Enfocus' Certified PDF technology for the more specialized PDF/X 1A format.



When you thumb through some impressive literature on Cadmus MediaWorks you find that the company's "PDF Create and Certify" system, for which the company utilizes Enfocus' Certified PDF Workflow technology tools, heads the list of Cadmus MediaWorks' Value-Added Benefits. In fact, references to the technology appear frequently in Cadmus MediaWorks collateral.

Under the heading, "Cadmus MediaWorks PDF Create and Certify System," the brochure copy offers the following:

- On site PDF Create and Certify system
- Complete automated system integration in existing editorial workflow
- PDF Certify online
- Certification of PDF via web browser submission through Internet
- Eliminate time-consuming preflighting of application files
- The 80-20 rule applies to prepping digital ad preparation
- Digital ads and editorial can use the same flow to PDF Create & Certify system

The CSP literature also offers an overall average of five minutes time savings on every page processed using the Cadmus MediaWorks PDF server solution that is powered by Enfocus.

"We got into Enfocus last year," McQueen says, "and it has brought about a tremendous leap in productivity for Cadmus Specialty Publications and its clients."

"We started installing (Enfocus) PitStop Server at client sites to help build automation last September, and we've been going full steam-ahead ever since. Their PDFs are created and inspected offline; so clients stopped tying up their desktop and could print more pages."

"We, and our clients, have a very high level of confidence in our PDFs because of Enfocus' Certified PDF technology."

About Enfocus

Enfocus Software, internationally recognized as a pioneer of PDF related software, publishes tools for the powerful, rapid and accurate flow of PDF documents in the graphic arts, internet and ePaper markets. Enfocus enables users to edit, check, verify and auto-correct PDF documents with confidence. Enfocus' tools are compatible with all Windows and Mac OS systems. Enfocus' flagship products, PitStop Professional and PitStop Server, along with new Instant PDF, are part of the Enfocus Certified PDF workflow solutions.

Major suppliers in the graphics arts industry, such as Agfa, Creo, Electronics for Imaging (EFI), Fujifilm, Heidelberg and Xerox have integrated Enfocus technologies into their own PDF workflow systems.

Enfocus Software is a wholly owned subsidiary of Artwork Systems Group.
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