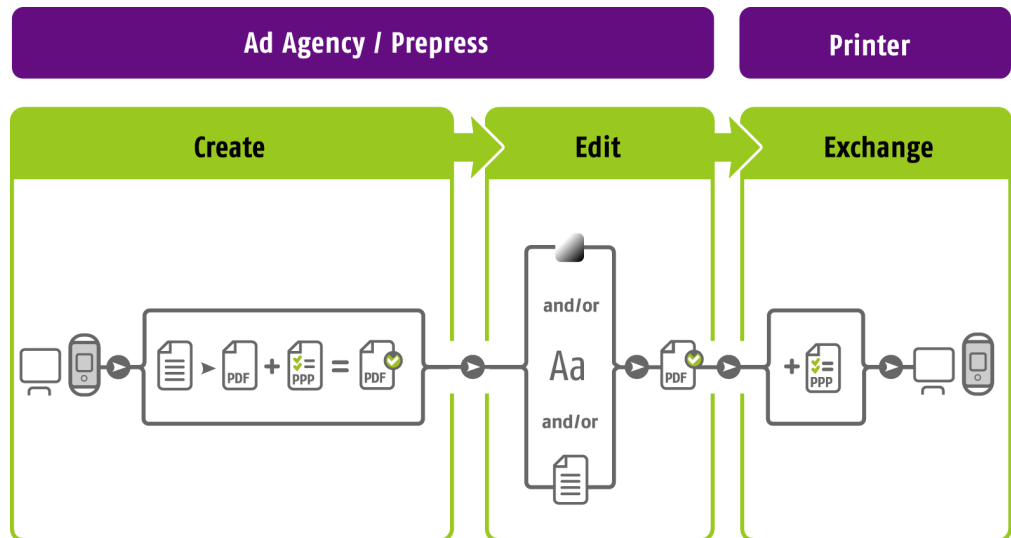


Customer Testimonial

De Schutter Group using Enfocus Certified PDF for a successful transition to a digital workflow

Headquartered in Antwerp, Belgium, De Schutter Group is an independent, family-owned prepress company, specializing in print communications and packaging. The Group employs about 335 people and realizes a yearly turnover of 26 million Euros. De Schutter maintains production units in Belgium, the Netherlands, Denmark and Thailand.

De Schutter Group's mission is to be a pioneer in innovative technologies, and the firm annually invests close to 4 million Euros in research and development. They frequently test new technologies as alpha- and beta sites. "Our customers appreciate our technical know-how and often call upon us as an external consultant," Stan Lemmens explains. De Schutter's transition to a digital workflow began with a query from a major client. Medialogue, the publicity management medium for Sanoma Magazines Belgium, approached De Schutter with a challenging proposal. They needed an efficient workflow solution for the ad delivery of their 18 magazine titles. Stan Lemmens, Technical Manager External Projects at De Schutter, began to analyze the project requirements.



A digital workflow was clearly the best solution, but there were important technical considerations. Files should not be going straight from the ad agency to the printer without control. There was a need for a back office solution that would serve as a buffer between the publicity management group and the printers. "Going digital was definitely the best solution, but it had several consequences. You need a standard file format," says Lemmens. "And there is also the issue of responsibility. A digital file is hard to control if you don't have the right tools, whereas with film that used to be easy." De Schutter recognized that PDF was the right choice for transitioning to a full digital workflow. The next step was successfully implementing the best technical and logistical solutions.

After intensive research of different options, it was decided to use Enfocus Certified PDF as the file format of choice. A simple PDF file did not solve all the issues. Lemmens identified these criteria



as being crucial to a successful implementation: Appropriate control tools to check the quality of PDFs. Standard settings to ensure consistence in PDF creation, and to enable fast and flawless processing. The change to digital had to be well perceived by the market. Enfocus offered a reliable solution to Lemmen's need for quality and control. "We use Enfocus PitStop Server and Enfocus PitStop Professional to check the quality of the files," he comments. "The use of these products was the first step towards a waterproof control and validation of the incoming PDF files."

Enfocus Certified PDF has gained acceptance on both sides of the Atlantic Ocean as the file format of choice in the graphic arts industry. Seven European Industry associations have set national file Standards based on Enfocus Certified PDF Technology. In Belgium, the standard settings were set through the association Medibel+. It unites all Belgian companies active in the world of media, such as advertising agencies, lithographers, publishers and printers. In 2001 Medibel+ issued settings based on Enfocus Technology to streamline the exchange of advertisements.

Based on Medialogue's successful implementation, De Schutter decided to expand market acceptance of digital delivery. "We did a mailing to 2,000 customers, in which we explained our specifications on how to deliver files. These specifications were available for download from our web site," explains Lemmens. "When a consensus on the specifications was agreed upon by all publishers, we built in a transition period during which people were still allowed to deliver film. After this period, an extra fee was charged to those customers still delivering film." De Schutter's efforts to innovate produced positive results. In early 2001, only 10% of the ad delivery was digital, but that soon changed.

"We thought to reach 10 to 20 %, but after three months, the new workflow implementation resulted in a 70% digital ad delivery. For the whole year 2001 it was 75%," Lemmens recalls. By mid 2002 95% of all advertisements were exchanged digitally. Even more important are the figures for accurately delivered material. Starting at 20% in February 2001, they reached 80% by December of the same year – the ultimate test of successful adoption. Lemmens underlines Certified PDFs as a crucial element in a successful digital conversion: "We tested several workflows and determined that it is important to establish control at file creation. Deadlines are too short to rely on the printer to control the file," he explains.

"An ideal workflow would be that both the creator and receiver check the quality of the file. If the PDF is Certified from the beginning, then everyone who opens the file after that can be certain of the quality, because they see the green check mark. I think this is the ideal solution for successfully working with PDFs. Enfocus Certified PDF gives us and the customer full confidence in the integrity of the file."

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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