CONVERT NATIVE LAYOUT DOCUMENTS TO PRINT-READY PDFS

Customer Segments Served

✔ Commercial Printers

✔ Quick Printers / Digital printers

✔ Corporate In-Plants

Sign & Display and Large Format

Packaging and Labels

Publishers: Magazines

Publishers: Newspapers

Publishers: Books

✔ Ad Agencies

E-pub & Multimedia

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Problem statement

Many production companies in graphic arts receive native page layout and illustration files from applications such as Adobe InDesign, Illustrator, QuarkXPress or even MS Word. Often these native-application files need to be converted to PDF for print production, distribution or other processes.
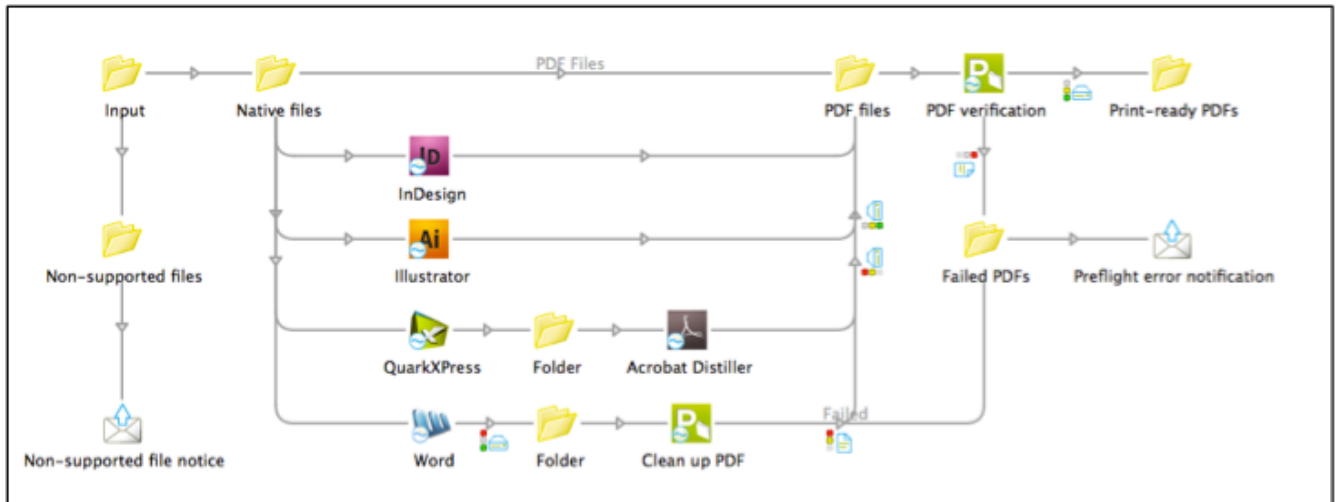
The Switch Solution

With this solution, Switch offers a single automated process where the native documents are automatically sorted to the right native application and a PDF file is produced serving a specific usage such as offset or digital printing (depending on the selected settings). As MS Word is not capable to create a print-ready PDF, PitStop Server is used to clean up the file ensuring black does not appear on all 4 plates, RGB images are correctly converted to CMYK, etc.

In short, native jobs turn into print ready PDFs automatically and if there are any unsolvable problems detected, the final preflight will stop the file from going directly into print.

BENEFITS

- **Eliminates the manual process** of PDF generation.
- **Reduces errors** by ensuring consistent PDF generation.
- **Ensures PDF files are print-ready** through an in-depth preflight check.
- **Fixes problems automatically** where it can and ensures a maximum throughput.
- **Immediately notifies the customers** when problems are detected so that no time is lost when requesting new files.
- **Speeds up production** by reducing or eliminating operator intervention.
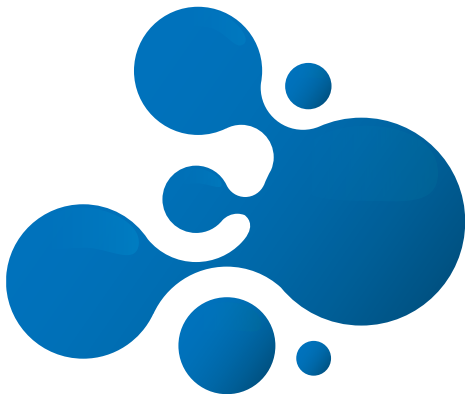- **Keeps creative personnel focused** on creative work.

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HOW DOES IT WORK?

Sorting the jobs

With this flow, jobs files are placed into the "**Input**" folder where an initial check is done based on file type. This check is smart in handling job folders by looking inside at the file types. This means that an InDesign package including the .indd file, images and fonts will move correctly to the InDesign configurator.

The result is that all InDesign, Illustrator, QuarkX-Press and MS word files will be handed over to their native applications for PDF generation. Files not supported by this flow are placed in a separate folder and an email notification is sent to an operator to review the file.

Converting to PDF

By using the native application to generate the PDF the result is the same as if you would have created the PDF manually. In addition, the automation process ensures the exact same settings are used each time.

For InDesign and Illustrator the direct export options are used to create a PDF/X-1a file. For QuarkXPress a PS file is generated which is converted to a PDF/X-1a file through Adobe Acrobat Distiller.
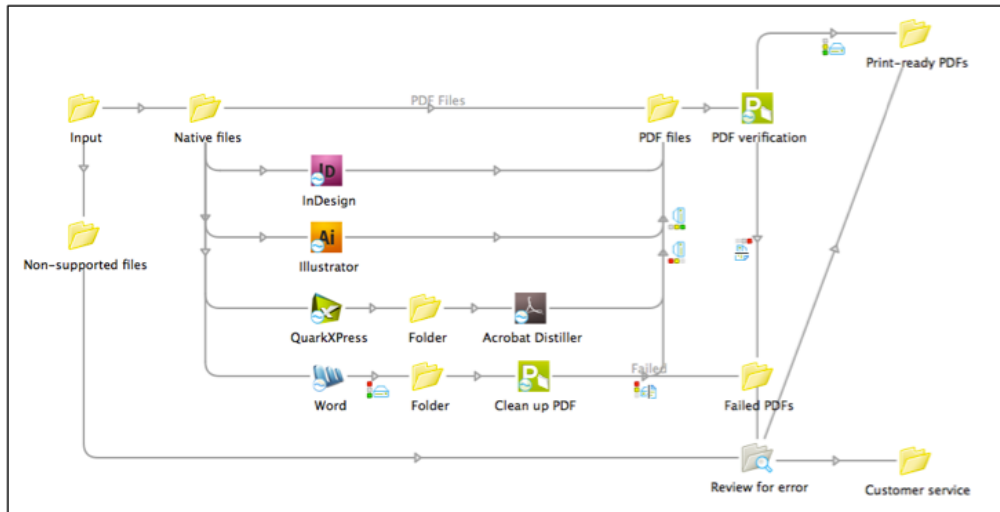
The MS Word configurator also allows to create PDF directly from the application, but there are a number of problems with these files e.g. the colorspace is RGB and if you would do a plain conversion to CMYK all black elements would appear on 4 plates. To counter that, this flow includes a "**Clean up**" step solving this.

Preflighting the PDFs

Once the PDFs are generated, they are passed on to the "**PDF files**" folder for a final preflight verification. Files that pass the preflight process and meet the production requirements are placed in a folder for continued production (Print ready PDFs). For files that fail the preflight process a notification is sent to the operator including the preflight report to show why the file failed. This saves time by helping operators to focus on the jobs that need their attention.

Option to the example
Using SwitchClient instead of email notifications

Instead of sending email notifications, it is also possible to use **SwitchClient** to alert an operator (or even a customer). In this alternative, the two email notifications have been replaced with a Checkpoint ˝**Review for error**˝. This adds a stop in the flow and makes all files wait until an operator attends to them.

These waiting files are accessible through SwitchClient, which is a client application that can run on any machine (Win or Mac) within reach of Switch. When the operator opens SwitchClient, he/she will see a list of files that need his/her attention. For each job, it is possible to decide if the file needs to go to production (Print-ready PDFs) or to the customer service department, who can then get in contact with the customer. SwitchClient also allows you to open the file and its preflight report, work on it and submit the corrected file to production.

The biggest advantage of using SwitchClient, instead of email, is that you have one location that lists all the work that needs to happen and continuously gives you an overview of what has happened.

Software needed
Switch:
• Switch Core Engine
• Configurator Module
• Optional: SwitchClient Module*
*Note: if you need to use more than 5 SwitchClients simultaneously, you can purchase extra licenses.
Other:
•PitStop Server (version 08 or higher)
•The native applications: Adobe CS, QuarkXPress (MacOS only**), MS Word (including plug-in – see Switch reference manual)
** The QuarkXPress configurator only works on the MacOS. On Windows systems it is recommended to use the MadeToPrint QuarkXPress configurator.

For more Information

For more information & to request a trial on Switch
go to http://www.enfocus.com/switch

For specific questions on pricing and sales, please contact sales@enfocus.com or contact your local reseller

Enfocus also has a complete community built around Enfocus Switch: **Enfocus Crossroads**. Whether you are a vendor, integrator or user of Enfocus Switch, Crossroads puts resources at your fingertips you won't find elsewhere on the web: example flows, a blog, a forum, application that can be integrated with Switch.
www.crossroads-world.com