

Alpha Imprimerie

Leading French printing company standardizes on Adobe® PDF Print Engine to streamline end-to-end production of sophisticated, high-quality printed materials

Alpha Imprimerie

www.alpha-com.eu



In Partnership With

FUJIFILM Corporation

www.fujifilm.com



Industry

Print Service Provider

Challenges

- Standardize on computer-to-plate platform
- Streamline internal operations

Solution

- PDF Print Platform

Alpha Imprimerie integrates device-independent Adobe PDF workflow with the power of computer-to-plate automation for faster, more reliable, more accurate output.

Results

- Accelerated job turnaround 30% to 70%
- Increased plate burn rate by 30%
- Eliminated need to flatten native files
- Reduced proofing time

Systems At A Glance

- Adobe PDF Print Engine
- FUJIFILM XMF Workflow
- FUJIFILM Luxel V8 HD CTP

Elite modern printing provider

Located near the French Alps just south of Lyons, France, Alpha Imprimerie is a full-service printing company established in 1989 dedicated to high-quality output using cutting edge technology. With a focus on excellence, innovation, and professionalism, Alpha Imprimerie is a member of ImpriFrance, an elite group of top-tier, independent printing providers. The organization provides a full range of sophisticated printed materials, finishing, and binding services for over 400 customers in industry, government, and publishing.

Frustrated with its aging pre-press solution, the Alpha Imprimerie needed a modern workflow solution that would enable the organization to process and print every job reliably and accurately. It was using a Brisque with Lotem Raster Image Processing (RIP) solution that was not able to consistently RIP high resolution files that contained transparencies. The prepress process was lengthy, complicated, and often resulted in design elements being dropped from the project.

“Our old RIP system could not accurately render all the design elements contained in native files,” says Yves Rulliere, president of Alpha Imprimerie.

After evaluating several digital pre-press solutions, Alpha Imprimerie established a relationship with FUJIFILM Graphic Systems France and moved from a manual print production workflow to a full Adobe Portable Document Format (PDF) workflow—one that helps keep the reliability and accuracy of a job once it leaves a designer’s desktop through the computer-to-plate process to print delivery. FUJIFILM’s XMF Workflow solution is the company’s first commercial product using the Adobe PDF Print Engine, and remains one of the leading workflow systems on the market using the Adobe PDF Print Engine exclusively for RIPing.

Reliable, quality output

Now, with a full Adobe PDF workflow, Alpha Imprimerie can burn an impressive 36 plates an hour—a 30% increase in plate output—and be confident that PDF files will remain true to the original design intent. To further increase efficiencies, when plates go to press, a Job Description Format (JDF) file remains attached to the job, acting as an electronic job ticket that describes specifications such as paper stock, finishing options, process color information, and trap and imposition data.

Alpha Imprimerie is leveraging FUJIFILM’s XMF Workflow to reap the benefits of the newest generation of print production technologies in terms of productivity, automation, flexibility, intelligence, and communication. FUJIFILM’s XMF Workflow incorporates color management, imposition capabilities, and is underpinned by the Adobe PDF Print Engine.

“We chose Adobe PDF Print Engine technology because it’s the only solution that can leverage the ubiquity and reliability of the PDF file,” says Yves Rulliere. “We see the FUJIFILM XMF Workflow powered by the Adobe PDF Print Engine as today’s ideal workflow solution that we can easily update to synchronize with all future Adobe technology.”

Alpha Imprimerie relies on FUJIFILM's XMF Workflow solution powered by the Adobe PDF Print Engine to keep the reliability and accuracy of a job once it leaves a designer's desktop all the way through to print delivery.



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Yves Rulliere,
President,
Alpha Imprimerie

For More Information

www.adobe.com/products/pdfprintengine/
www.adobe.com/print/

Overall, the FUJIFILM XMF Workflow and Adobe PDF Print Engine system has resulted in a 30% faster turnaround on jobs, and in the case of book projects, the turnaround can run as high as 70% faster. "Going to a complete end-to-end Adobe PDF workflow saves us time and money," says Cyril Rulliere, prepress manager. Accurate results are due to the fact the Adobe PDF Print Engine technology natively renders files created with the Adobe Creative Suite® 3 Design Premium software, helping to ensure that complex designs—including transparencies—are accurately and rapidly reproduced in high resolution.

Reliable end-to-end workflow

At Alpha Imprimerie, Adobe products are essential tools at every step of the design and printing process, and PDF files are the common thread along the way. Typically, customers will convert files created in Adobe InDesign® CS3 software into flattened Adobe PDF files and submit them electronically to Alpha Imprimerie. Prepress operators drop the PDF files into a variety of XMF Workflow templates that automatically handle imposition, pagination, trapping, and all other job requirements. Files are verified and proofed on an Epson device.

"When we send proofs in Adobe PDF back to the designers, we can be confident that their design intents are accurately reflected in the first proof," says Cyril Rulliere. "The Adobe PDF Print Engine natively handles all design elements contained in the original files, including transparencies." For one of their monthly magazine projects, the prepress process is so hands-off, all that is required is dropping the customer's PDF file into a workflow template.

According to Cyril Rulliere, corrections can be easily made to Adobe PDF files inside FUJIFILM's XMF Workflow application using automated scripts. For example, Pantone color can be converted to process color, or trapping can be re-engineered. Alpha Imprimerie's customers have reacted positively to the new system and are pleased with faster turnarounds and fewer errors. While basically invisible to designers, the new process instills confidence that creative efforts will be reproduced accurately.

In any service industry, keeping customers happy and gaining repeat business is a key success factor. With the FUJIFILM XMF Workflow and Adobe PDF Print Engine solution, Alpha Imprimerie often hears from designers who are surprised to learn that there were no problems with their files. So, in addition to producing exquisite printing, Alpha Imprimerie benefits from a better bottom line by turning jobs around faster, more accurately, and can focus on developing a larger base of satisfied customers. "Our reputation as a reliable, cost-effective, quality-oriented supplier speaks for itself and helps us develop our lines of business," notes Yves Rulliere.



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