





Print ready data files, significantly reduced ink costs, stability in the press room – all from one source

Druckhaus Waiblingen looks back over a long history: founded in 1839, the company has 185 employees today and makes an annual revenue of over 27 million Euro. The company's success is based on two business areas: newspaper printing and commercial printing. Druckhaus Waiblingen's core competences are the regional newspapers Waiblinger Kreiszeitung, Welzheimer Zeitung, Schorndorfer Nachrichten and Winnender Zeitung as well as printing inserts of big retail chains such as Globus and Kaufland. In addition, highly reputable customers like DaimlerChrysler, Kärcher and many more rely on the competence of Druckhaus Waiblingen.

Two separate prepress departments are responsible for production. The prepress department for the newspaper production uses the ppi page planning solution, integrated with alfa media. In commercial printing they have an Agfa Apogee. Both prepress departments work with Asura and Solvero but started using them at different times. Thomas Ovelgönne, Prepress Manager, looks back to the beginning: "We had already used Asura and Solvero before moving towards CTP in 2001. Since we started using Asura and Solvero we have hardly any plate waste. The change to CTP ran smoothly. Two years later we made the same step in the commercial printing department with the same positive results".

Today, Druckhaus Waiblingen controls, corrects and converts all production files with Asura, no matter whether they have been created internally or externally. Even files from the image database like e.g. inhouse created background pictures are optimized with Asura. The automated ink coverage reduction, implemented in

Success Story



2005 in Asura, is strongly used. Newspapers are produced with a TAC of 240%, in commercial printing with 320%.

Early 2007, OneVision presented its new software solution PlugINKSAVEin for reducing ink costs in print production. To achieve cost saving results, PlugINKSAVEin re-separates the CMYK print data and reduces the amount of ink usage throughout the whole document without visual variation. PlugINKSAVEin replaces expensive chromatic color components (Cyan, Magenta, Yellow) with less expensive black (K).

Due to the obvious cost saving potential it was evident for Druckhaus Waiblingen to test OneVision's new software solution.

"We have extensively tested PlugINKSAVEin from OneVision and the results were very impressive. We achieved a significant reduction in ink consumption with print quality maintained at the highest possible level. Most importantly, no external color management specialists are required to configure the software as it is incredibly easy to use."

The easy handling is a result of the integration of PlugINKSAVEin into Asura, which provides a direct combination of color saving with file control, correction and conversion. All data files are optimized the same way and adapted for the production environment. Changes and tests to configurations can easily be done by the Asura user.

Thomas Ovelgönne and his team are very satisfied: "PlugINKSAVEin was an investment which paid back in just a few months".

Interested? Visit www.OneVision.com for further information.

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