



**asura**  
**solvero**

## **Color Yellow Pages yellow**

**„Yellow Pages ease your life“ – that is the motto of the German Yellow Pages. The software programs Asura and Solvero ease their production and the prepress team of the Schlütersche Verlagsgesellschaft GmbH & Co. KG really appreciate this.**

Schlütersche Verlagsgesellschaft mbH & Co. KG is a medium sized media service provider operating in the communication branch throughout Germany. It combines the advantages of modern technique with past knowledge gained of a printing plant operating since 1747. In cooperation with DeTeMedien GmbH, the German Yellow Pages supplier, Schlütersche Druck GmbH publishes Yellow Pages, plus regional editions and phone books. Around 30 employees are occupied preparing all publications on time.

Today the prepress team often jokes „What did we do without OneVision in the past?“ Since 2001 they trust in Asura and Solvero from OneVision. “The products are used at different steps of our workflow”, explains Marion Stosieck, Asura and Solvero expert at Schlütersche. As soon as ads come in, they are checked by Asura and transformed into an EPS. “All ads are checked according to our internal criteria. If an ad is not meant to be published 4c, Asura will transform it automatically into a greyscale file with the typical Yellow Pages’ yellow font.”

The files are then passed on to a database for internal processing. “At this stage we proof read the ads – if we find mistakes, we will correct them with Solvero. We also color bitmaps with Solvero. Before using Asura and Solvero we had to manually check all files regarding different sources of error. Worst case we had to return them to the customer and ask him to resend the file – we fortunately do not have to do this anymore.”

Especially different color criteria, resolutions and missing fonts produced a lot of problems for the prepress team. “And that in the critical period just before printing the Yellow Pages – when every minute counts.”

The finished EPS files are then placed in the layout application Yellow Edition from 3b2. „Yellow Edition creates a PostScript for us. But as it produces RGB data, all files are afterwards again processed via Asura, which produces the four-color PostScript file ready for press“, says Bernd Teuber, head of production. “Additionally Asura produces a reference print-out for us. The parallel generation of the printable PostScript and the reference print-out saves us one working step. And – as said before – shortly before printing every minute counts.”

Asura and Solvero solve most problems in the production area of the Schlütersche and hence ease the creation of the Yellow Pages considerably.

If you want to know more about OneVision and the OneVision software, please do not hesitate to contact your local sales team:

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