

Adobe® Extreme™

Typecraft

Typecraft improves production efficiency 20 percent with Adobe Extreme architecture

ABOUT THE CUSTOMER

A leading provider of fine art and museum printing.

- Location: Pasadena, California
- Employees: 40

BENEFITS SUMMARY

- Prinergy and Adobe Extreme technologies deliver a single product for prepress departments to automate preflighting, trapping, and color conversions.
- Typecraft increased overall system reliability and productivity in the prepress department, embracing the full benefits of Adobe Extreme and Adobe PDF.
- Prinergy presented Typecraft with the next step in the company's evolution to a true, all digital prepress environment.
- Because of the openness of the production workflow, industry-standard SQL queries could be made to extract information from the Oracle database, which automates and streamlines the workflow even further.

www.typecraft.com

Typecraft, an \$8-million Pasadena, California-based commercial printing operation that meets the strict quality parameters of fine art and museum printing, advocates differentiation through technological innovation. Last year, Typecraft found itself on a true quest for digital differentiation: To identify and implement an improved, highly automated, digital prepress workflow that would allow Typecraft to increase productivity and boost efficiency.

The quest led Typecraft to beta test an Adobe PDF-based workflow called Prinergy. The first workflow management system jointly developed by Creo/Heidelberg that uses not only Adobe Portable Document Format (PDF) but also Adobe Extreme architecture to automate the prepress process, Prinergy provides a distributed digital workflow and enables late-stage editing while providing multi-raster image processing (RIP) support. Prinergy leverages Adobe's Extreme technology to provide job tickets and job ticket processors (JTPs) that control and perform tasks that are initiated

by users—giving prepress departments, such as the one at Typecraft, a single product for automating preflighting, trapping, and color conversion. It also gives prepress operators more control over output options, resulting in increased flexibility for activities such as just-in-time imposition.

Typecraft is a 40-employee, 100-percent digital computer-to-plate (CTP) shop. It uses Creo/Heidelberg digital platesetting technologies, including Trendsetter 3244 and Trendsetter Spectrum digital halftone proofing; Kodak Polychrome Graphics digital contract proofing; Epson and Hewlett-Packard proofing systems; and four Heidelberg presses, including two 6-color presses with coating and one 2-color Heidelberg GTO. With its Prinergy beta efforts, Typecraft was in search of the ultimate in process control. The hope, with beta-testing Prinergy, was to discover a workflow that would reduce Typecraft's risk for potential errors as it increased overall system reliability in the prepress department.

In Prinergy, Typecraft saw a technology that could integrate, organize, and automate the individual tasks in prepress and plate production. Typecraft transitioned to an all-digital prepress operation in 1997. The beta work on Prinergy—and Adobe Extreme—presented Typecraft with the next step in the company’s evolution to a true, all-digital prepress environment.

“Adobe Extreme brings incredible stability, reliability, and performance to the Prinergy workflow. Without Extreme—and of course the wide acceptance of PDF—we would still be trying to wedge ill-fitting design projects through even more ill-tempered RIPs.”

**—Tim Silverlake
Prepress Specialist**

Typecraft was not disappointed, as Tim Silverlake, prepress specialist at Typecraft, reports. “Early on in our beta testing of Prinergy, we found that, much like with any well-designed technology, we were benefiting from Prinergy on many levels. We were benefiting immediately from Adobe Extreme, but, like many intelligently implemented technologies, it was transparent to us—it just worked, and we quickly knew that Extreme, within Prinergy, would soon be a technology we relied on heavily, as we did Adobe’s other products: Illustrator®, PageMaker®, Photoshop®, and InDesign.”

Silverlake and his team found that Adobe Extreme, which powers Prinergy, presented Typecraft with a digital workflow that was

open at several levels: Industry-standard SQL queries could be made to extract information from the Oracle core database, and third-party Acrobat plug-ins could be added. Third-party JTPs and new client applications could be installed, and new client applications could communicate with Prinergy through a communication layer. Typecraft discovered early in the beta phase that Prinergy effectively leveraged Adobe Extreme technology to create customized Adobe Portable Job Tickets and process plans, which controlled as well as performed tasks that were initiated by multiple users.

“Adobe Extreme brings incredible stability, reliability, and performance to the Prinergy workflow,” Silverlake asserts. “Without Extreme—and, of course, the wide acceptance of PDF—we would still be trying to wedge ill-fitting design projects through even more ill-tempered RIPs. Usually, we don’t know or care what’s under the hood, as long as we get a smooth ride—but it’s obvious to all of us at Typecraft that the Prinergy workflow would be nothing if it were not for Adobe Extreme technology providing the backbone for very consistent production and throughput.”

Does Silverlake and his team at Typecraft trust the integrity of Adobe PDF and the CTP process to ensure high-quality prepress and, ultimately, pressroom performance? “Without reservation,” Silverlake reports. “Looking back on the pre-CTP days, it was a wonder we were able to maintain the quality we did. A good prepress operator used to really mean just being good at workarounds.

Now, it means producing projects fast, efficiently, and with high quality—no more bubblegum and safety pins holding the machinery together.”

To date, Silverlake reports, Typecraft has recorded a 20-percent overall production increase that can be directly attributed to its 100-percent Prinergy workflow. “The concepts behind the Adobe Extreme technology and the logic of Adobe PDF does not translate conveniently to our clients. They all turn glassy-eyed when we start telling them about refining and distilling,” Silverlake states. “But our clients can appreciate seeing their proofs arrive back to them much sooner, with fewer errors—that is what Adobe Extreme technology, powering the PDF based Prinergy, affords them, and that is one concept that they can fully appreciate.”

TOOL KIT

Software

Adobe Extreme
Adobe PDF
Creo/Heidelberg Prinergy 1.0
Adobe Illustrator
Adobe PageMaker
Adobe Photoshop
Adobe InDesign

Hardware

Creo/Heidelberg Trendsetter 3244
Creo/Heidelberg Trendsetter Spectrum