

DRUPA

A post card from James Weaver, Business Development Manager visiting Dusseldorf...

As one of the 1.5 million visitors to Drupa 2008, I was very encouraged to see that the messages Sefas have been evangelising for the last couple of years are beginning to proliferate. I also got the feeling that, as an end to end suite of products, Sefas Open Print is unrivalled in our ability to deliver what the market is ready for. All of the big continuous colour printer and mail production equipment manufacturers were talking about Transpromo and personalisation.

To successfully migrate from transactional to Transpromo mailing, requires several steps:

1. Data needs to be taken from a variety of sources and document composition initiated.
2. Pre composed documents require total, efficient re engineering, both for business and production purposes (colour, barcodes, addition of white space etc).
3. Print ready documents then need to be formatted, split, merged and/or sorted into batches for production and delivery.
4. The entire process, from receipt of data/documents, through the composition/enhancement stage, the data cleaning, mail sorting, batching, optimising etc requires a workflow tool to manage it. This tool will also be required to interface with the data processing, printing, production and integrity monitoring equipment, to ensure zero defect delivery and use captured audit to generate MI.
5. The solution needs to be capable of running very complex applications, at very high speeds, on a variety of platforms.
6. There is also often a requirement for a pre print quality check.

Uniquely, Sefas Open Print is the only fully integrated suite of modular products which can provide a solution to all of these steps, either partially or fully. I was able to visit and see what the other vendors had to offer, and it was clear that we have everything and more in our arsenal than any of our competitors. If anybody is looking at a move to Transpromo, they could do a lot worse than seeing what Sefas have to offer! So as I say, I was encouraged by my trip to Dusseldorf – roll on Lucerne...