

Metrix Brings New Efficiency
and JDF Connectivity to
Japs-Olson Production Workflow



JAPS-OLSON COMPANY
Commercial Print & Direct Mailers
www.japsolson.com

metrix®

AS PART OF ITS CONTINUOUS IMPROVEMENT PROCESS, JAPS-OLSON WANTED TO TAKE ITS PLANNING AND IMPOSITION WORKFLOW TO THE NEXT LEVEL. THE COMPANY TEAM SPENT CONSIDERABLE TIME AND RESOURCES INVESTIGATING A NEW SOLUTION, AND SELECTED LITHOTECHNICS METRIX, A SINGLE SOFTWARE THAT AUTOMATES BOTH PLANNING AND IMPOSITION.

Josh Schiro, Prepress Manager at Japs-Olson, observes that the company immediately experienced the benefits of the efficiency, ease-of-use, and flexibility of Metrix, and that their only regret was that they didn't switch sooner.

“We want to push our workflow to the limit – and then take it one step beyond that. Metrix is the right product – and LithoTechnics is the right company – to make that possible.”



JOSH SCHIRO
PREPRESS MANAGER
JAPS-OLSON

The Vision

1

Japs-Olson had invested in JDF-enabled equipment, but their old planning and imposition workflow was cumbersome, and the JDF data generation was quite limited.



Japs-Olson provides award-winning direct mail services to financial institutions, telecom companies and not-for-profit groups throughout the United States. Frequently, these pieces contain a level of personalization that requires the utmost precision in prepress and printing. To support that, and to produce a volume of work that sustains \$135 million in annual sales, their workflow must operate at peak efficiency.

Josh Schiro wanted to maximize the company's investment in JDF-enabled equipment, from prepress, to press, to post-press. Yet he felt that the lack of development of the company's existing planning and imposition solutions prevented Japs-Olson from realizing the full automation benefits of a JDF workflow. Schiro reports that Metrix was a robust JDF solution right out of the box, enabling Japs-Olson to send data to their finishing equipment.

“Early on, we discovered we'd need a change to streamline the JDF connectivity. LithoTechnics listened to our challenges and goals, and worked with us to make our JDF workflow function properly,” says Schiro. “They were behind us 100% and we're very excited to have Metrix on board.”

The Implementation

2

After just one and a half days of training, the Japs-Olson prepress team was able to cut imposition time by 50%.



The Impact

3

Metrix delivers greater workflow efficiency and is a key component of Japs-Olson's variable data print work.



Four planners were trained on Metrix, and within one and one-half days, they were able to cut project layout and imposition time in half. The dramatic reduction in prepress time per job also sped project turnaround, allowing the company to increase its overall capacity.

James Boudreau, Prepress Training and Workflow Specialist for Japs-Olson says the team was so happy with the capability and ease-of-use of Metrix that he soon had four others requesting training. Today, eight employees are proficient in Metrix, versus only four who could operate their previous planning software. This broader base of skills provides excellent coverage and fast response to last-minute changes. It also establishes a common language between departments that produces more consistent and higher quality products.

“Metrix has an understanding of what our project will be and that provides tremendous benefits in terms of its usability,” says Joe Kadlec, Layout Planner. **“And, Metrix allows us to easily make minor tweaks and improvements. We don’t get frustrated like we used to – everyone is more satisfied and productive.”**

To further speed their implementation of Metrix, the Japs-Olson team built a library of Standards, or rules-based best practices, for use with frequently run project-types. Within weeks of implementing Metrix, several dozen Standards had replaced several thousand templates. “Metrix Standards are so simple to use, in fact they’re automatic. By comparison, the old template system seems cumbersome and outdated,” remarks Kadlec.

Japs-Olson prints a great volume of personalized, variable data pieces for its direct mail clients. When personalized data is added to offset-printed shells, consistency and the accuracy of data placement are crucial.

To accomplish this, Japs-Olson combines Metrix JDF imposition data and personalization data to define exactly where the variable elements will be placed on a pre-printed shell. This ingenious and proprietary use of JDF data comes together, with great repeatability, on press and digital printer. The ability to streamline and secure this process saves Japs-Olson time in preparation and on press, and provides a solid foundation on which to grow its customized publishing capabilities.

Josh Schiro feels Japs-Olson made a great choice when purchasing Metrix. **“The team at LithoTechnics is such a strong one, and also very accessible and responsive,”** says Schiro. **“Every step of the way, they have worked with us to discover new ways to use Metrix and to advance our business. It’s a good relationship and I look forward to seeing it grow.”**

“...our only regret is that we didn’t switch sooner”





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