

# PRINT.UK.COM



DRIVING INNOVATION

## Print.UK.com Delivers Fast, Flexible Response with PlanetPress Suite

*"Customers want to do business with us because we are a small company with a friendly feel, and we can react quickly to a client's changing requirements without all the red tape that ties up larger organizations,"* said Martin Knight, IT Manager of Print.UK.com.

Established in 1992, Print.UK.com is an innovator in both traditional and digital print technologies. They have built a strong presence and market leadership in direct mail, security and business forms, and other digital applications.

Today Print.UK.com maintains a competitive services mix that allows them to capture business across a wide range of markets. Three areas in particular are specialties: direct mail; transactional mail such as statements, stock transfers and tax reports for wealth management and brokerage companies; and documents for membership organizations such as the Health Professional Council and the Nursing and Midwifery Council. Doctors, surgeons, pharmacists, nurses and other healthcare professionals in the UK must register with these organizations in order to practice. "We produce all their personalized documents and membership cards, which require invisible inks, photographs, hidden identification codes and other security features," Knight explained. With PlanetPress Suite from Objectif Lune, PrintUK can deliver results quickly and consistently, no matter what the job.

### Integrated Platform & Workflow Automation

PlanetPress Suite is a complete and integrated platform for the creation and automated printing and distribution of invoices, checks, high volume mail merges and other transactional and promotional documents. Companies can quickly and easily design any type of document using images, graphics and variable data.

PlanetPress Suite also automates the entire workflow for output to local and remote printers, email, fax and archive. With PlanetPress Suite, PrintUK can provide hard copies for mailing, and PDFs for archiving, storing on web pages, emailing or faxing. As a result, PrintUK can quickly deliver the services clients need at a cost that improves the bottom line for everyone.

### Value Added Services Stand Out

"What sets us apart from the competition are our value-added services," Knight said. "When a client comes to us with an idea, we can suggest alternatives for improving the initial concept. We have developed many patented products in house that we can offer to clients to solve particular problems.

"The comprehensive spectrum of PlanetPress Suite lets us create a fully automated system, no matter what the output requirements," he continued. "We use PlanetPress, the design tool of the Suite, for almost all our variable work, and our users are completely confident with the software. They actually prefer it to Word, because it allows them to replicate a customer requirement much more accurately. And with Objectif Lune, we have a fantastic support team that understands when we phone for support, we need a solution instantly.

"We have the ability in house to write all the required scripts to pre-process, postal address cleanse and mail sort data as it is received through PlanetPress Watch before passing the resulting data file to a PlanetPress form on the production printers. This means we can be ready quickly to respond to a requirement," he explained. Functions can be stored in a function library ready for re-use in any forms, so PrintUK can rapidly develop even the most complex forms.

### More Competitive with Streamlined Processes

PlanetPress Watch, the distribution management module of the Suite, lets Print.UK.com automate the processing, distribution and printing of transactional and promotional content documents. It makes them more competitive by streamlining distribution workflow, and PrintUK can reduce costs and increase efficiency by delivering documents using print, email or fax - all with no human intervention.

Once jobs are compiled and stored on the printer or on the PlanetPress Watch server, Print.UK.com has the additional security of knowing work can't be accidentally changed. This helps maintain the integrity of customers' applications, which is especially important for confidential financial or other account data.



## From One Hundred to One Million

Jobs range from small, targeted runs of 10 to 100 copies, to very large runs up to one million images. PrintUK uses a mix of 70 and 120 ppm black and white printers and 60 ppm full color devices. PlanetPress Suite has helped PrintUK streamline workflow and build more speed into their printing processes. Depending on the size, large jobs may be split across multiple printers to turn work around faster for tight deadlines.

Once the job reaches the printer, there is no need for communication back to the host PC. "We generally use PlanetWatch to create our compiled PostScript files and FTP them directly to the printers, as this is the fastest way to get the jobs into production," Knight explained. With PlanetPress, network overhead is minimal because all the merge processing occurs on the printer. Form size likewise is very small and easy to create and maintain, putting less strain on network and storage resources.

## Standard System for Greater Consistency

With its comprehensive capabilities, PlanetPress can carry a job from set up and proofing, job ticketing and production, to archiving, back up and retrieval. Having one platform ensures that all the steps are integrated.

"We use PlanetPress Suite pretty much everywhere it is possible," Knight stated. "We use all the features of Suite, including VDX for our NexPress, PressTalk on our forms and VBScript in our watch process to manipulate data. This lets us create a complete end-to-end system with a single software suite."

PlanetPress has helped PrintUK add more consistency into processes and applications. "It brings a standard system across our business. When all users are trained and proficient with PlanetPress, they are not doing their own thing in their own way, so it's very easy for another user to pick up and carry on what someone else has started." This eliminates delays in workflow to stop and reconstruct or translate work from one application to another.

### The PrintUK PlanetPress Suite Solution:



**PlanetPress for**  
Document design



**PlanetPress Watch for**  
Process and distribution automation



**PlanetPress Image for**  
Integrated archiving



**PlanetPress Search for**  
Real-time access to critical information

## Everywhere in the Workflow

In a typical direct mail workflow, a client sends PrintUK a PDF, Word document or hardcopy. Depending on the requirements, PrintUK will set up the document directly in PlanetPress, or pass it to their studio to create the artwork. After manipulating data, they lay out the proof document in PlanetPress and generate electronic and hardcopy proofs for client approval.

After the client signs off on the proof, a PlanetPress form is compiled for PlanetPress Watch printing. PlanetPress Watch picks up the client data, which has been sent to the FTP server, and runs the processes for that job including PAF cleansing and mailsorting if required. Because the whole process is automated, PlanetPress Watch also creates an automated job ticket to ensure the production team knows what the job is, the customer, and the quantities. PlanetPress Watch then automatically sends the job to production for printing.

Transaction output follows a similar process. Once proofs have been signed off and the PlanetPress Watch process created, the rest of the workflow is fully automated, reducing the chance of user error and enabling very quick turn around with only a printer operator required. As a result, there is more margin for the business.

## Integrated into Daily Business

"PlanetPress Suite is so integrated into our daily business that we have Disaster Recovery (DR) PlanetPress Watch servers that mirror the live production machines, all maintained and updated using PlanetPress Watch. For example, when a configuration change is made on the production machine, PlanetPress Watch automatically copies this to the DR machine and a shared area on the network, so it can be backed up. It's the same when adding forms. They are automatically sent to the DR machine and the central network area. To complement this DR server, we created a PlanetPress Watch process that makes a copy of the configuration and document files to the DR server on any change. This means that the DR server is always ready to go live.

"The most important values we deliver to our customers are to ensure the job is on time, on budget and to a high standard of quality," said Knight. PlanetPress Suite helps them meet these goals every day with almost every job.

For more information on our line of products, visit [www.objectiflune.com](http://www.objectiflune.com)

