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Johan Johansson
Data/IT Manager at Bergslagens Grafiska AB

When discussing VDP (variable data printing) it is often the traditional addressing application that is the main topic. But there is a lot of new business to be gained if you are willing to push your thinking a bit further.

When your customers are national corporations and authorities for whom you are a full service provider it is absolutely vital that everything works, especially when you, like Bergslagens Grafiska, are responsible for your customers printing, inventory and distribution. The objective is to be able to serve small as well as large customers with fixed prices. For this to work, the tools of your trade have to be of the utmost quality.

At the company premises in the city of Lindesberg there is traditional offset printing, digital printing and a specific print department for copying and variable data printing. There is also a department for finishing and packaging. In addition to this, you will find an extra 2000 square meters for inventory and distribution management of customer materials. The customer is also offered various database solutions and a web-to-print service.

Johan Johansson
Data/IT Manager at Bergslagens Grafiska AB

Early adopters of new technology

As early adopters of digital printing Bergslagens Grafiska has always been at the forefront of new technology and there is a great interest for benefiting from all the advantages.

"All new knowledge creates increased opportunities of profitable solutions for our customers" according to Johan Johansson, Data/IT Manager. "This in its turn creates loyal and long term relationships with our customers and of course more business for us as well as for our customers. One example in digital printing are the possibilities of working with more personalized printed materials i.e. VDP."

Not only traditional address applications

When discussing VDP (variable data printing) it is often the traditional addressing application that is the main topic and every print plant knows how that works. But there is a lot of new business to be gained if you are willing to push your thinking a bit further. Variations with text of course but also images and graphics are all roads to new business. Johan Johansson continues to tell us about some projects where VDP was the key to success.

"Amongst other things, we are working with an interesting production for a company specializing in trainings for the construction industry. They order personalized training manuals once a week. We print the cover variable with negative text in our HP Indigo and the black and white inserts in our Ricoh printers. For this training material we also create a personalized diploma for the successful completion of the training. This is done with our plastic card printers. All in all, it's a perfect way for our customers to put an added value to their training and at the same time give each participant individual recognition."

Another continuous project for Bergslagens Grafiska is the big run length of draft orders for military service. These include variable information on the specific person, which draft office, time slots etc.

"As you can probably understand, here everything has to be 100% accurate throughout the whole run length and a perfectly reliable software is the only option" says Johan Johansson with a big smile on his face.

"It is all we use for VDP"

"We have been working with PrintShop Mail for many years now and so far no other VDP solution even comes close to our needs! The continuous upgrades of the product has kept PrintShop Mail dynamic, flexible and of the highest quality. It is actually the only software we use for VDP."

Johan has a history as a programmer and he has also managed to work quite a bit with electronics before joining the printing industry. Because of his history he knows exactly what functionality he requires and that reliability is incredibly important.

Johan especially appreciates some of the simpler features such as the data sorting tool, the built-in calculator, the preview and the automatic pagination.

"You know, I have to admit, my background has made me extra fuzzy when selecting the tools we need here. But I am so satisfied with our choice of PrintShop Mail that I even use the PSM imposition tool for jobs that are not even variable.

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>
> Johan Johansson
> **Data/IT Manager at Bergslagens Grafiska AB**

PrintShop Mail - regardless of output device

"Aside from being reliable and flexible, what matters to us is that the software works with all our output devices" Johan continues.

When printing with PrintShop Mail there is no burden on the network apart from the master layout which minimizes the risk of overloading the network. This is regardless of the amount of variable prints that are being made with the same layout. The master layout is the original that contains the texts and objects.

At Bergslagens Grafiska documents are printed in black and white and colour through PrintShop Mail to Ricoh, Xeikon and HP Indigo devices. The only thing necessary is for the device to accept PostScript files. According to Johan everything today is mostly in PDF file format.

"The PDF document is mounted in PrintShop Mail and from there we create the master. This is perfect for us since we usually get high resolution PDF files from our customers. It *works great!*"

Connection to database with drag and drop

In the master you easily make the connections you want with the database through drag and drop. You can directly see the link to text, image, EAN codes etc in your layout. As it is often the customer's database that controls the variables in the document you need a product that is compatible with all used formats.

"PrintShop Mail can interpret all types of formats from the database" says Johan. "The most common one we get is tab separated text but XML, SQL, Excel or Access files works just as well."

More orders includes VDP

"VDP technology has created new opportunities to develop our business" Johan says. "Besides, being able to charge for a start up time with database handling etc, we can spread the knowledge to our customers about new ways of capturing their customers attention.

This means our customers see a big added value in working with us which is obviously positive from a business point of view. We have also found that we can "reuse" some of the things we do with each VDP job thus being able to apply it to other areas."

Bergslagens Grafiska has two sales people spreading the VDP message to their customers.

"Open and powerful system"

"In PrintShop Mail, we have found an open system with a strong feature set for working with database information. We also like the low training threshold required to start creating powerful variable prints. This is extra important as we are about to employ a person who will only work with VDP applications" Johan says in conclusion.

What can you do with PrintShop Mail?

- Personalized newsletters and direct mail
- Pre-printed reply coupons or cards;
- Labels;
- Numbered tickets;
- Personally adapted certificates and diplomas;
- Display materials for shelves, posters and further.

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