



Gruppo Selecta srl

The Selecta Group, which is operating throughout Europe, is one of the leading providers of printing, document management and direct marketing services. Customers of the group include renowned telecommunication companies as well as numerous firms from the energy, supply and financial sector. Selecta operates four production sites in Italy, three in Slovakia and another one in Poland.

A total of 500 staff are responsible for the creation and printing of bills and the related administration tasks. At large corporations, the monthly number of printed matters easily adds up to several million documents. This fact poses a logistical challenge to the business printing specialist as precision in production and processing are of utmost importance at this sensitive customer link.

www.selecta.it

A new era of high performance printing

From offset to digital printing: Business printing specialist offers full colour at low price

The printing industry has been confronted with far-reaching processes of change for several years. In the past, document printing usually involved two working steps: To begin with, the printing house produced a static colour document using offset printing. Subsequently, digital printing technology was used to generate a black and white imprint. Laser or inkjet printing technology, which

allows for the production of documents in a single work step, provides for more flexibility: "intelligent" print matters can be customised for individual customer groups. This provides for flexible adaptation and layout of text elements, images and graphics. The thus produced full colour documents allow for individual customer targeting.

The changing face of the printing industry

Despite these benefits, most print houses were initially hesitant to invest in new technologies. This was partly because the quality was not up to the standard of the established method. However, for the past few years, an increasing number of print houses have started to purchase digital systems –

not least because of the continuous improvement of the respective printing systems. The Italian print service provider Selecta S.p.A. – one of the market leaders in the printing of transactional documents – has started to switch from offset to high performance digital colour printing.

Strategic decision

Unlike numerous competitors, the management of Selecta soon recognised the growth potential in a changing market environment. Increasing attention was placed on the optimisation of customer communication, particularly on the fast growing transpromo and direct mailing sector. It is now easily possible to produce bills that include marketing messages tailored to the customer – given that the corresponding data sets are available. This is where the strength of digital

printing lies: The by and large automated process allows for the fast production of individualised documents in full colour and at top quality. Two benefits are decisive: First, the additional costs for full colour printing compared to black and white printing are significantly reduced and second, a targeted sales pitch is what customers expect in an increasingly individualised society. The customer feels taken care of.



Pioneer in Europe

Selecta is using the proven software solution PrintSoft | PReS for the creation of its documents. Master data as well as transaction records can be easily imported into the system. The personalised documents can include text elements, pictures, graphics and barcodes in any possible combination. Where and when specific elements are integrated into the document depends on the input data. The system automatically recognises any unused white space and fills it with elements such as marketing messages, consumer analyses or the like. Finally, the system generates full colour

Smooth introduction

The colour management required for the communication between software and printing system had to be integrated into the existing PReS script. This was done on-site by PrintSoft staff in collaboration with the operator. Marco Vecchi, senior executive at Selecta, recalls: "PReS was already our first choice development tool. Of course, we now wanted to know if the software would be able to demonstrate the same excellence in a new environment. I can say, yes, it does." The print service provider is planning further invest-

ments. The purchase of two additional JetStream systems is in the pipeline. This would provide the capacity to switch to full colour printing for the majority of documents currently still printed in black and white. Whenever a customer expresses his interest in switching to full colour printing, Selecta generates a test spool file using PReS and submits the printed documents for review. The results are evidently highly convincing: Until today, numerous regular customers have switched to full colour – a trend that is likely to increase.

PrintSoft

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About PrintSoft

PrintSoft is globally recognised as the pioneer of variable data composition technology for high speed printing.

PrintSoft provides software solutions for creating highly personalised, dynamic documents for transactional, direct-mail, white mail and transpromotional applications. PrintSoft has the largest installed base of service bureaux clients in the world. With installations in over 50 countries, PrintSoft offers its customers unparalleled breadth and depth of expertise.

PrintSoft can provide a customised solution that suits your ongoing needs, enabling you to effectively communicate with your customers.

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