CASE STUDIES

This document presents real-world examples of print and graphic arts companies who have made the switch from a competitive workflow system to Kodak Unified Workflow Solutions. These case studies discuss the reasons our solution was chosen and outline the return on investment.

NOVELTY ADHESIVES MANUFACTURER

Client
One of the largest manufacturers of novelty adhesives in the world with files primarily printed on clear plastics. 25% of their work involves packaging for the final product.

Primary reason for switch
With their previous workflow system, the prepress process was too manual. This is a large issue when you print more than six million small adhesives a day.

Workflow Solution
• Kodak Prinergy Powerpack Workflow
• Kodak Prinergy Rules-Based Automation Software
• Kodak Prinergy Business Link Software
• Kodak Preps Imposition Software
• Kodak MarketMover Business Advantage Solutions

Results
• Entire prepress process automated; connected all systems including previously installed, third-party MIS and web-to-print solutions.
• In the first year, eliminated $50K typically spent on overtime during the summer, their busy season, despite the fact that sales were up 22% and they had one less employee.
• Company hit breakeven on their investment within the year.

COMMERCIAL PRINTER

Client
Supplier of a complete range of graphic arts services, including offset and digital printing, finishing and fulfillment.

Primary reasons for switch
As a company going through significant growth, they needed better automation combined with scalability. The old workflow slowed considerably under heavy workloads due to the lack of a database.

Workflow Solution
• Kodak Prinergy Connect Workflow
• Kodak Prinergy Rules-Based Automation Software
• Kodak Prinergy Business Link Software
• Kodak InSite Prepress Portal
• Kodak ColorFlow Software Pro
• Kodak ColorFlow Ink Optimizing Solution
• Kodak MarketMover Business Advantage Solutions

Results
• Prinergy Rules-Based Automation Software alone saves over €100K per year with automated job archiving, preflighting and processing.
• Customers submit jobs directly into the workflow via InSite Prepress Portal, reducing costs and turnaround times.
• Prinergy Connect Workflow keeps the blended offset/digital workflow moving with its Oracle Database, which intelligently tracks job information.
PACKAGING MANUFACTURER

Client
A leading packaging printer producing recycled containerboard and high-graphics corrugated containers, folding cartons and point-of-purchase displays.

Primary reason for switch
Company opened a new facility and the old workflow forced them to work with large, 1-bit TIFF files that were difficult to transfer from one facility to another.

Workflow Solution
- Kodak Prinergy Powerpack Workflow
- Prinergy PrintLink Ink Key Setting
- ColorFlow Software
- ColorFlow Ink Optimizing Solution

Results
- Prinergy Powerpack Workflow manages files between facilities and turns incoming files into PDF digital masters that are compatible with all company systems.
- Implemented automated backup—if one of the facilities is unable to deliver a job, another facility can easily pick it up.
- Kodak Solution does everything from preflight to edit to trap to output, enabling reduced costs and improved efficiency throughout the production process.

MARKETING SERVICES PROVIDER

Client
Leading provider of specialized digital and production services including image management, large-format inkjet, multi-media communications, billboards, vehicle wraps, and offset and digital printing.

Primary reason for switch
Recently acquired a new plant. As a result, they were using two different workflow systems, and wanted a complete system from one supplier.

Workflow Solution
- Kodak Prinergy Connect Workflow
- Kodak Prinergy Business Link Software
- Kodak InSite Prepress Portal
- OPS Web-to-Print Solution

Results
- Turned five disparate workflow processes into one unified and streamlined hub-and-spoke system.
- Connected to their existing EFI Monarch Foundation MIS for automated job setup and accurate, real-time information for better decision making.
- Achieved better load balancing and disaster recovery capabilities for all production, including large-format operations.

For more information, visit graphics.kodak.com