Logopak, connecting production to logistics.

Top labeling machine company uses right-to-left authoring and support for XML to publish custom manuals 30% faster across multiple languages.

"Using FrameMaker, ZINDEL streamlined what used to be a very cumbersome process for creating custom-tailored, complex manuals in multiple languages—including those that are read right to left—for each of our labeling machines."

Jörg Gramke, Engineering Manager, Logopak

לחצן	שם	משמעות
	|Times|	הגדרת זמני הבקרה של האפליקטור. רק טכנאי של Logopak Systeme.
	|Logic|	הגדרת הלוגיקה של האפליקטור. רק טכנאי של Logopak Systeme.
	|IO-Test|	בדיקה של עד 3 צומתי CAN. רק טכנאי של Logopak Systeme.
	|IO-View|	ניטור של עד 3 צומת CAN. רק טכנאי של Logopak Systeme.
	CANRC| |Settings	הגדרת מתח התחלתי וזווית מרבית עבור כל 3 ערוצי CANCR. רק טכנאי של Logopak Systeme.

SOLUTION

Adobe FrameMaker (2015 release)

IN PARTNERSHIP WITH

ZINDEL
Technische Dokumentation

RESULTS

GLOBAL REACH
Generated technical documentation in 18 languages, including languages that are read from right to left

30% FASTER

RAPID PRODUCTION
Through integration with CMS systems, structured documents, and support for XML, Adobe FrameMaker has accelerated the production of manuals

EXCEPTIONAL QUALITY
Adobe FrameMaker helps ZINDEL and Logopak maintain the high-quality standards customers expect

RICH VISUALS
Adobe Creative Cloud supports the creation and integration of rich visuals to produce top-quality manuals

Logopak

Established in 1978

Employees: More than 300

Hartenholm, Germany

www.logopak.de

ZINDEL AG

Established in 1993

Employees: 30

Hamburg, Germany

www.zindel.de

CHALLENGES

· Streamline creation of multi-language, fully customized manuals

· Create technical documentation with ease among a specialized staff

· Leverage automation and technology to create superb-quality documentation efficiently

Customized manuals for every machine

Established in 1978, Logopak is a well-known manufacturer of top-quality, sturdy print and apply labeling machines for everything from pallets and automobiles to food and beverages. Today, the company is a leading supplier of fully integrated labeling systems, providing companies with an efficient and reliable interface between the production of their products and the logistics of delivering them.

Every Logopak labeling machine is custom-engineered to meet customers' unique requirements and expectations. Each requires a customized technical manual to help operators use the equipment.

"We create hundreds of custom manuals each year in many languages," says Jörg Gramke, Engineering Manager, Logopak. "Without the assistance of the technical documentation experts at ZINDEL and the use of Adobe FrameMaker software, it would be extremely difficult to produce the technical materials necessary to help our customers use our highly specialized machinery."

Efficiency and speed

In addition to its main factory at Hartenholm near Hamburg, the company operates offices in Düsseldorf and Auenwald. To serve international customers, Logopak also has sales agencies in Great Britain, France, the Netherlands, Sweden, Denmark, Poland, and the United States.

> "With Adobe FrameMaker, we've reduced the time it takes to produce a manual by an estimated 30% due to automation, integration with our CMSes, and easy formatting."

Michael Liese, Translation and Publishing, ZINDEL

With such a diverse customer base and expansive global footprint, the company needed a way to streamline technical documentation development. The company partnered with ZINDEL, specialists in technical documentation, to create both the text and graphical elements of manuals for its bespoke labeling machines. The manuals range from 50 to 150 pages, but average 70 pages in length. They are often created in multiple languages, given Logopak's broad geographical reach.

The ZINDEL team of specialists includes writers, editors, and a project manager, as well as a technical department with specialists in areas such as mechanical and industrial engineering, logistics, transportation, and the medical sector.

FrameMaker automates multiple processes

At times ZINDEL previously used other programs like Microsoft Word to create documentation, but found them cumbersome to integrate visual assets. Also, the programs rarely had templates, nor was there a way to automate many mundane tasks. The team discovered enhanced features in Adobe FrameMaker, part of Adobe Technical Communication Suite that could fully streamline the technical documentation process significantly from beginning to end.

Because of structured documents and support for XML in Adobe FrameMaker, ZINDEL has been able to integrate FrameMaker with its CMS solutions—Ovidius TCToolbox, gds docuglobe and Fischer TIM-RS, enabling easy content re-use and faster publishing. The CMS creates XML files, which are then processed in FrameMaker and output as PDF files for Logopak customers to print or view on-screen on multiple devices.

ZINDEL also uses the SQUIDDS Finalyzer plug-in for FrameMaker to automate processes, such as making it easier for authors to track daily tasks in FrameMaker. Finalyzer also helps enhance quality due to term checking across large documents for verbal consistency.

Practical and productive

ZINDEL has been using FrameMaker for many years, and has accumulated a lot of expertise in the software. The company uses structured FrameMaker documents on a daily basis and appreciates the fact that it can easily handle large documents.

Adobe FrameMaker is also very practical, because ZINDEL can store pre-created page templates for multiple languages and access, amend, and supplement them very quickly and simply for faster production. In addition, the ability to import paragraph and character formats, and the various layouts enable the ZINDEL team to work swiftly and productively.

"With Adobe FrameMaker, we've reduced the time it takes to produce a manual by an estimated 30% due to automation, integration with our CMSes, and easy formatting," says Michael Liese, Translation and Publishing for ZINDEL. "Adobe FrameMaker also helps us maintain the high-quality standards we offer customers. We wouldn't consider using any other program, because FrameMaker offers us everything we need."

Multiple languages, rich visuals

To date, ZINDEL has created manuals for Logopak in 18 different languages, including Hebrew and Chinese, without any layout or font issues. "Adobe FrameMaker has lived up to the task of creating documentation in 18 languages, and we've found that adding new languages creates very few challenges," adds Michael Reinholz, Technical Writer and Editor for ZINDEL. "Previously, we could not publish in languages, such as Hebrew, that are read right to left. We and our customers really appreciate the fact that now we can."

Now on the latest version of Adobe FrameMaker, ZINDEL relies heavily on the new right-to-left (RTL), fully bi-directional typographic engine for languages like Arabic, Farsi, and Hebrew. Even Thai is possible with FrameMaker (2015 release). Adobe FrameMaker has already allowed ZINDEL to increase reliability and report performance gains of up to 30%, in comparison to other DTP tools, and the 2015 release could increase this percentage even further.

For creating graphics, charts, and other visuals for Logopak's manuals, ZINDEL relies on Adobe Creative Cloud apps, including Adobe Illustrator CC, Adobe InDesign CC, and Adobe Photoshop CC. The software allows the ZINDEL team to work more smoothly, especially because integration among the applications helps when locating assets in lengthy documents.

Adobe Technical Communication Suite, specifically Adobe FrameMaker software, provides a single source for publishing, printing, and viewing technical instructions and documentation. "Using Adobe FrameMaker, ZINDEL streamlined what used to be a very complex process for creating custom-tailored, complex manuals in multiple languages—including those that are read right to left—for each of our labeling machines," says Gramke.

"Previously, we could not publish in languages, such as Hebrew, that are read right to left. We and our customers really appreciate the fact that now we can."

Michael Reinholz, Technical Writer and Editor, ZINDEL

SOLUTION AT A GLANCE

· Adobe FrameMaker (2015 release)

For more information
www.adobe.com/products/framemaker.html

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