



Adobe® PostScript® 3™
Adobe Extreme™

Grafico

Consistent production and seamless digital output: Grafico maximizes an 80% Adobe PDF workflow to increase digital efficiency

ABOUT THE CUSTOMER

- A prepress firm specializing in packaging work and commercial prepress services for Paramount Home Video, Del Monte Foods, Honda, and other elite clients
- Location: Santa Fe Springs, California
- Employees: 60

BENEFITS SUMMARY

- Grafico produces and manages a digital prepress workflow that is 80% Adobe PDF.
- Adobe PDF opens doors for Grafico, allowing the company to establish tighter relationships with its current clients and create new relationships with new clients.
- The control of Adobe PDF in the production process allows true savings in proofing media and consumables.
- The promise of extending workflow improvements and consumables savings to its clients is of critical importance to Grafico.

www.grafico.com

How does an innovative digital prepress firm remain innovative—and technologically competitive? For Grafico—a prepress firm in Santa Fe Springs, California, specializing in packaging work and commercial prepress services for Paramount Home Video, Del Monte Foods, Honda, and other elite clients—Adobe's Portable Document Format (PDF) answers that question nicely. Grafico produces and manages a digital prepress workflow that is 80% Adobe PDF. The workflow is empowered by Adobe's industry-standard PDF format and Agfa's Apogee digital workflow solution, and it also depends on the reliability of Adobe PostScript 3 technology.

Why is Grafico relying on the Agfa Apogee system, leveraging the flexible, cross-platform Adobe PDF format for 80% of its prepress workflow? "The reasons are highly quantifiable," explains Grafico president Dan Koon. "In selecting a prepress production system, we needed to turn to a solution that leveraged a technology that would allow us to easily process a variety of jobs, as well as deliver consistent, predictable, and reliable file management and project delivery—Adobe PDF was the answer."

Two years ago, the more than 30-year-old digital prepress firm implemented Agfa's full Adobe PDF-based Apogee configuration. The setup includes two Agfa Taipan RIPs with Adobe PostScript 3 connected to two Agfa PrintDrives (Series 2) that power Grafico's pair of Agfa SelectSet Avantra 44E imagesetters. For many years, Grafico operated successfully with a CEPS-based system, using both Linotype-Hell and Scitex prepress systems to generate complex packaging designs and film. But the year 2000, along with the company's adoption of the Apogee system, signaled a time for change—a full-tilt implementation of Adobe PostScript 3 and PDF in the day-to-day operations of the versatile Southern California prepress operation.

"We are much more consistent from RIP to film today, with the Apogee system in place and Adobe PDF a part of our production routine," Koon reports. "PDF opens doors for us, allowing us to establish tighter relationships with our current clients and create new relationships with new clients interested in taking advantage of PDF's predictability and ease of use. PDF allows



the creation, management, and archiving of a true digital master, which is golden to any print buyer and certainly of great interest to our clients. Plus the control of PDF in the production process allows true savings in proofing media and other consumables that would have been used to a greater extent in a non-PDF workflow. PDF is a facilitator, a communicator, and an efficiency booster.”

Before Grafico implemented the Apogee system and its core technologies, PostScript 3 and PDF, Grafico’s previous RIP software, DeltaRIPs and PostScript Level 2 interpreters, occasionally caused type shifting and wasted film. As a result, Koon says, Grafico had to absorb sometimes excessive consumables costs. “We were excited with the promise of the Apogee Taipan RIP, particularly its PostScript 3 interpreter, which came with in-RIP trapping,” Koon says. “We wanted to move in PostScript 3 directions and especially in PDF directions as we were looking to streamline our entire prepress workflow, increase our throughput, save time and consumables in the process, and ultimately deliver to our clients greater quality and savings.” The promise of extending workflow improvements and consumables savings to its clients was of critical importance to the Grafico organization as it began its Adobe PDF workflow via Apogee.

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**—Dan Koon
President**

Grafico, like many progressive digital prepress providers, realized it had to offer a variety of new age services to stay competitive and successful in the graphic arts industry. It had to become more technologically assertive, offering everything from digital photography to large-format output to Internet design services—and expanded digital prepress services anchored to the latest leading-edge technologies available for expediting production.

Today, Grafico, a 60-employee operation, is positive that its digital technologies—on the hardware side the Agfa PrintDrive Series 2 and Agfa SelectSet Avantra 44E imagesetter, and on the software side Agfa Apogee, Adobe PDF, Adobe PostScript 3, Adobe Extreme, and Adobe in-RIP trapping—are positioning Grafico for success in 2001.

“We are a creative services and packaging digital service provider with a 22,000-square-foot commercial prepress area, and we have every intention of staying in business for many years and then some. To be successful in the next millennium, we knew we would have to be a true creative services organization, delivering technologies that would be invaluable for the conceptualization and design stage of any digital prepress job, through to the output stage—Adobe PDF was such a leading-edge technology,” Koon reports. “We want to offer everything from conceptualization to creation of a digital prepress application, large-format output, even fleet graphics or Internet application. PDF is a blessing to us—it allows us to be all things to all applications, with cross-platform comfort and predictable output.”

For more information on Grafico, visit www.grafico.com.

TOOLKIT

Software

Adobe Extreme
Adobe in-RIP trapping
Adobe PDF
Adobe PostScript 3
Agfa Apogee

Hardware

Agfa PrintDrive Series 2
Agfa SelectSet Avantra 44E imagesetter