Adobe® PDF
Adobe PostScript® 3™

Duplication Management Inc.

Adobe PDF brings significant productivity benefits to on-demand printer

On-demand printing is indeed demanding. Thousands of jobs and millions of pages pass through the doors of Duplication Management Inc. (DMI) weekly, and each job must be delivered on target and on time.

Charlie Levy, vice president of technology at DMI, illustrates this point with a typical scenario: "We do store signage for a large supermarket chain in our area. The files come in on Tuesday, and the printed signage must be out the door by Thursday morning at 10 A.M. We couldn't do that without Xerox dependability and Adobe PDF reliability. It would just be impossible!"

DMI has continuously expanded its capacity over the years, but has always relied on Xerox to supply the equipment that provides the underpinnings of its success. DMI now operates six DocuTech 6180s, two DocuColor 2060s, one DocuTech 65, and one DocuPrint 92C. "We are very tied in with Xerox and very happy with their equipment," Levy explains. "We see the demand for full color going through the roof. … As new and better equipment comes along, we grab it!"

As the demand for full color goes through the roof, DMI takes full advantage of Adobe PostScript 3, the underlying technology of Xerox DocuColor devices. A scalable printing architecture, Adobe PostScript 3 has been integrated into a wide range of devices and technologies, while maintaining the high quality and performance Adobe is known for. Printing devices equipped with Adobe PostScript 3 impose no limits on the use of color, text, graphics, and images. Adobe PostScript translates those great ideas into print—exactly as intended.

With ten digital presses and printing systems going full tilt, DMI has to ensure that file preparation is rock solid and that there are no surprises when the job is ready for printing. That's where Adobe Portable Document Format (PDF) comes in. Under Levy's guidance, DMI has actively promoted Adobe PDF among its clients.

Levy has instructed the sales people to distribute DMI's Adobe Acrobat® Distiller® settings to make it even easier for customers to produce print-ready files. Levy states, "We tell our clients that we can practically

guarantee them good results if they submit Adobe PDF. Working with PDF has also been an incredibly easy learning curve, for the clients and for ourselves. I am very involved in consulting with our clients on how to create Adobe PDF files, and one-third of our sales force is technically savvy enough to help our customers set up PDF files."

At present, approximately 30% of customer files arrive at DMI in Adobe PDF. Over the past year, the number of Adobe PDF files has grown by 20% to 30%. "On average, PDF speeds productivity and throughput 60% over application files," says Levy. "We are in the business of quick turnaround, and Adobe PDF is a substantial factor in that. PDF also allows us to catch errors much earlier in the production process, and helps to minimize remakes. The customer sends us a PDF, and it goes through without a hitch."

Levy also states that a large number of area print brokers are also pushing Adobe PDF, as it eliminates so many prepress headaches and makes their jobs go much more smoothly. "We do not need to offer any incentive for our customers to switch to PDF. … They do it because their jobs go much smoother that way, and headaches

are eliminated for both them and us," explains Levy. "This also ensures the quick turnarounds our customers demand."

DMI produces all types of work, including financial reports, software manuals, government publications, insurance policies, and educational materials. The common denominator of them all is fast turnaround and absolute accuracy. "The on-demand market is still a niche, but it is constantly growing," states Levy. "Short runs and quick turnarounds are more and more standard fare, and this is the big advantage of on-demand printing. We are experiencing exciting growth with our existing customer base."

More and more DMI clients are requesting full color on their jobs. "Right now, 70% of our color work consists of covers," says Levy, "but the proportion of our clients who are asking for full-color publications is growing by leaps and bounds."

Levy also mentions the importance of spot color matching: "The Xerox DocuColor 2060 has made dramatic improvements in its ability to simulate PANTONE colors. We are very happy with the way it is able to produce these special colors for our customers now, as they are really very close to what you would get with ink."

DMI plans to upgrade to Adobe Acrobat 5.0 software in the near future, as it incorporates many of the preflight functions required by the prep department. "Our preflight is used mostly to search out RGB images and such," reports Levy, "and to find font problems, though with Adobe PDF they are really minimized."

For more information on DMI, visit *www.illustrations.com/dmiprint.com.*