



Offset Paperback

Adobe® PDF

Offset Paperback relies on Adobe PostScript® 3™ to produce 1.3 million paperbacks daily

ABOUT THE CUSTOMER

Offset Paperback produces 1.3 million paperback books each day, covering thousands of titles, spanning a variety of topics.

- Location: Dallas, Pennsylvania
- Employees: 700+

BENEFITS SUMMARY

- Adobe PostScript enables Offset Paperback to produce 95 percent of its work each day.
- Offset Paperback sees Adobe PDF as a more predictable way to receive and manage job files.
- Publishers are much more familiar with Adobe PDF than the industry might realize and are ready to embrace Adobe PDF.

www.opm.com

Offset Paperback produces 1.3 million paperback books each day, covering thousands of titles spanning a variety of topics. Each title comprises content that Offset Paperback wraps in an Adobe PostScript® shell. At Offset Paperback, Adobe PostScript is the standard file format—enabling the 700-plus employee printing operation to produce 95 percent of its work each day. Still, Steve Talacka, project manager at Offset Paperback, sees a change on the horizon for the way the company handles files.

The change is Adobe Portable Document Format (PDF). Talacka and his team see Adobe PDF as a more predictable way for Offset Paperback to receive and manage job files. Missing fonts, graphics in the wrong color, space, and poor resolution images are problems Offset Paperback will eliminate, Talacka reports, once the company moves in more Adobe PDF directions. “Offset Paperback is winning new titles year after year, and manufacturing on average 1.3 million paperbacks each day,” Talacka reports.

Presently, Offset Paperback wraps a PostScript, or, in some instances, an Adobe PDF, shell around files before the files are imposed with ImposStrip by Ultimate Technographics, then processed on the company’s Xerox DigiPath workflow. “We need to maintain and optimize a workflow that is as streamlined, as effective, as possible. PostScript, used primarily with our Xerox DigiPath workflow, has been and will, for some time, continue to be our mainstay workflow—but our publishers are starting to tell us they want to supply us with PDF files,” Talacka reports.

At present, Offset Paperback requests PostScript, but is gearing up for a full Adobe PDF workflow, with new software and hardware additions on the company’s checklist for this year. “We find PostScript to be the most stable format out there, but we can see PDF will be the major format of our future, and it wouldn’t surprise me if PDF eventually becomes the dominant file we work with each day,” Talacka reports.



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**—Steve Talacka
Project Manager**

“Several publishers have told us they want to supply us with PDF files. Publishers like PDF because it is easily repurposed into other formats, and allows the layout to be preserved, with all text and graphics exactly where the designer originally placed them—overall, documents can be multipurposed much easier when in PDF.”

For publishers, Adobe PDF files can be cataloged to expedite the search process, allowing users to attach notes to the file—without altering the document. Adobe Acrobat® takes PostScript and distills it into Adobe PDF—an object-oriented file that is device-, resolution-, and page-independent. Adobe PDF will display and output the data the same way, whether the user is viewing the file on a PC or Mac, allowing for streamlined cross-platform publishing. All of this, Talacka reports, is appealing to the majority of his customer base.

“Most publishers are much more familiar with PDF than the industry might realize, publishers are ready to embrace PDF,” Talacka states. “Adobe PDF runs fine, we have had to modify our workflow a bit for

the limited work being done with PDF to date, but I anticipate all of our efforts will pay off when the adoption of PDF takes an even stronger hold on our customers.”

TOOL KIT

Software

Adobe PostScript 3
Xerox DigiPath
Ultimate Technologies ImposStrip

Hardware

Purup-Eskofot imagesetters
Purup-Eskofot scanners