SOLUTION BRIEF

LAKE IMAGE

DISCOVERY READ&PRINT for W2P

Complete Read, Print and Track solution for Automated Finishing of Web2Print applications

BEST OF CATEGORY

MUST SEE 'EMS

PRINT 17

SOLUTION OVERVIEW

CHALLENGE

Web to Print (W2P) e-Commerce continues to be an exciting growth opportunity for print service providers enabling them to reach a mass audience, grow print volumes and to increase revenues. With features such as online job submission and payment, online status tracking as well as variable data print and direct mail, print providers can diversify, offer new services and ensure their availability to customers around the clock.

W2P demands a high level of process automation to remain competitive and enhance profitability. Driven with the need to streamline workflows to minimize human intervention, many printers have invested heavily in digital color, MIS systems, JDF & PDF workflows, VDP software and on-demand print automation. However, many still find finishing as the weakest link with around 23% of print service providers stating that finishing is a bottleneck in their overall print production workflow[†].

When managing potentially hundreds of short-run, variable data print jobs daily, setting up finishing equipment such as inserters and ensuring 100% integrity for each job, can be very time consuming and labor intensive, which eats away at your profits. Errors in production, resulting in missing pieces or it being sent to the wrong person, can seriously damage your W2P business and potentially impact the rest of your operation.

Automating a W2P finishing process requires a unique solution capable of tracking and accounting for every printed item, ensuring the right address is printed on the right envelope and manage integrity issues when they arise. Finally the solution needs to provide status information, enabling end customers to track their jobs.

SOLUTION

The Discovery READ&PRINT for W2P solution is a cost effective, flexible integrity management and envelope addressing solution for high volume, repetitive, and standardize W2P applications such as for personalized invites and direct mail. The Discovery READ&PRINT for W2P typically fits within a four step process.

- **Step 1: Prepress & Print.** Your MIS system assigns an unique Customer ID to each W2P job. The prepress step adds a unique identifier (alphanumeric text or barcode) to each page before it is printed on a full color digital press. Once all the jobs have been printed, they can be loaded onto the inserter hopper in random order as the solution will ensure full integrity.

- **Step 2: Address Processing.** The prepress step also generates an addressing PDF for each Job containing the full name and address of each recipient supplied by the end user.

- **Step 3: Preparation (for each PDF).** The Discovery READ&PRINT for W2P software processes the addressing PDF and converts each page into an image that can be printed directly onto the envelope face. Images are stored in an SQL database.

- **Step 4: Mail Production (READ&PRINT).** At the Inserter, an input camera reads the unique identifier on each piece, tracks it along the inserter and identifies the Customer ID which is used to locate the NEXT available image. After the piece is inserted into an envelope, the inkjet head prints the address image directly onto the envelop face. Discovery maintains 100% integrity during the whole process.

† InfoTrends, May 2013: "Printers Set Finishing Automation as an Important Priority for 2013

SOLUTION COMPONENTS

Automated PDF Processing

- **Batch Processing -** Automated PDF to Image conversion. Single image import also available
- **Print Head Alignment Aid -** Ensures inkjet heads and pens are aligned and prints correctly on envelopes
- **SQL Database -** Stores up to 5000 images

READ&PRINT (at Inserter)

- **Input Camera -** Latest area scan camera
- **Discovery Integrity Tools -** Integrity tools such as Batch control and File Look-Up, verify that each and every printed page is finished with the highest levels of integrity
- **Inkjet Head (B&W) -** Discovery READ&PRINT for W2P utilizes the latest thermal print-head technology which provides unparalleled performance, quality, flexibility and cost performance.
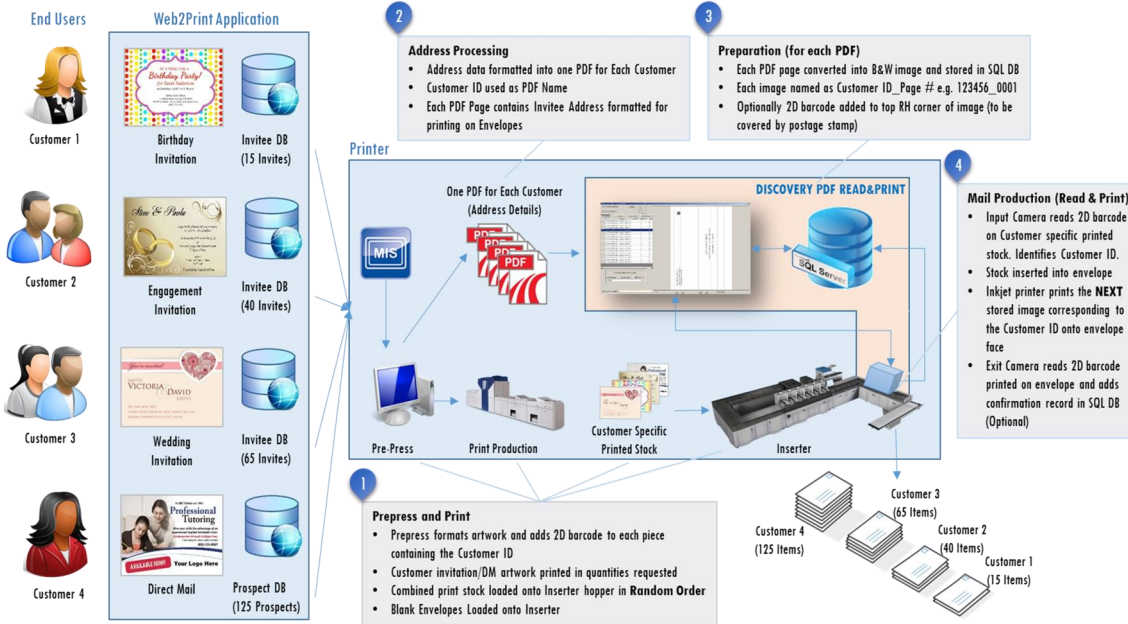
- **Inserter Control -** Operator Alarms, Warnings or Stop
- **Output Camera (Optional)**

Logging & Reporting

- **Full Reporting and Audit logging -** maintains a detailed audit file of all pages, statuses and errors which can be downloaded as a CSV or can be formatted into file reprint/remake files

DISCOVERY
READ & PRINT

SOLUTION BRIEF

Lake Image Systems Ltd
The Forum Icknield Way Tring
Hertfordshire HP23 4JX England
T: +44 (0)1442 892700
F: +44 (0)1442 892792
E: sales@lakeimage.com

Lake Image Systems Inc
205 Summit Point Drive Suite 2
Henrietta NY 14467 USA
T: 001 585 321 3630
F: 001 585 321 3788
E: salesna@lakeimage.com

Lake Image Systems France
165 Avenue du Prado
13272 MARSEILLE
CEDEX 08 FRANCE
T: +33 (0)4 91 17 90 62
F: +33 (0)4 91 17 90 63
E: euLIS@lakeimage.com

Lake Image Systems Asia
33 Ubi Avenue 3 #03-07,
The Vertex, Tower B
SINGAPORE 408868
T: +65 6509 0192
E: LISasia@lakeimage.com

Web2Print Application

Customer 1 — Birthday Invitation — Invitee DB (15 Invites)
Customer 2 — Engagement Invitation — Invitee DB (40 Invites)
Customer 3 — Wedding Invitation — Invitee DB (65 Invites)
Customer 4 — Direct Mail — Prospect DB (125 Prospects)

2 Address Processing
- Address data formatted into one PDF for Each Customer
- Customer ID used as PDF Name
- Each PDF Page contains Invitee Address formatted for printing on Envelopes

3 Preparation (for each PDF)
- Each PDF page converted into B&W image and stored in SQL DB
- Each image named as Customer ID_Page # e.g. 123456_0001
- Optionally 2D barcode added to top RH corner of image (to be covered by postage stamp)

Printer — MIS — One PDF for Each Customer (Address Details) — Pre-Press — Print Production — Customer Specific Printed Stock — Inserter — DISCOVERY PDF READ&PRINT — SQL Server

4 Mail Production (Read & Print)
- Input Camera reads 2D barcode on Customer specific printed stock. Identifies Customer ID.
- Stock inserted into envelope
- Inkjet printer prints the **NEXT** stored image corresponding to the Customer ID onto envelope face
- Exit Camera reads 2D barcode printed on envelope and adds confirmation record in SQL DB (Optional)

1 Prepress and Print
- Prepress formats artwork and adds 2D barcode to each piece containing the Customer ID
- Customer invitation/DM artwork printed in quantities requested
- Combined print stock loaded onto Inserter hopper in **Random Order**
- Blank Envelopes Loaded onto Inserter

Customer 3 (65 Items) — Customer 4 (125 Items) — Customer 2 (40 Items) — Customer 1 (15 Items)

ADVANTAGES

- **Packaged Solution** - All solution components, implemented to your requirements at a low, affordable price
- **Machine independent** - Can be retro-fitted to any existing or new finishing equipment
- **Scalable** - adaptable to grow as you grow
- **Reliable** - based on Discovery Multiscan with over 3500 installs, ensure our solutions are maintained and robust
- **Flexible** - Ability to provide a multitude of verification capabilities simultaneously on the same piece of equipment
- **Supported** - Comprehensive maintenance contracts featuring remote diagnostics

BENEFITS

- **Improved Productivity** - Automates labor intensive finishing processes, increasing throughputs and meeting SLA targets
- **Increased Customer Satisfaction** - 100% integrity and automated processes ensure your customers get a quality product and the best price
- **Lower Costs** - Automation reduces cost per item, lowers operating costs and increases profit margins
- **Less Scrap / Less Waste** - Immediately prevent costly scrapping of large runs of mail and printed product due to production errors. Prevents costly reprints
- **Meeting Compliance** - Ensure all jobs comply to industry and government regulations

ABOUT LAKE IMAGE SYSTEMS

We are a leading provider of integrity management and print quality inspection systems for the mailing, labelling and packaging industry. Our systems inspect, verify, track and report on millions of documents, printed pieces, plastic cards and packages daily. With over 3500 installations worldwide and manufacturing in Europe and the USA, Lake Image Systems provides turnkey integrity solutions which identify defective print, generate detailed audit trail reports and feed ADF and MIS architecture with piece/pack level information.

CONTACT

Learn more about the power of our tailored solutions by visiting www.lakeimage.com or by contacting one of our sales representatives in your regions.