

# PIM PRINT AUTOMATES WORKFLOW with callas pdfToolbox Server



Ronald van der Meer  
Co-owner

Mijdrecht, xx March 2014 - The callas pdfToolbox Server, isn't that the workflow package that is especially suitable for larger companies? "Could be," says Ronald van der Meer of Pim Print in Roelofarendsveen, "but we control our production with this software and we are very happy with it."

Pim Print's current premises, a former bulbshed, are bursting at the seams. Expansion on a recently purchased building plot nearby is in the pipeline. The company's founder, Pim van der Meer, started his company in 1982. Ronald van der Meer - no relation - joined the company in 1997, and he became its co-owner in 2012. "The biggest change was without a doubt the digitization of our production and the arrival of a number of SRA3 volume printers and two wide format inkjet plotters. We took our most important decision four years ago by putting our money on web-based selling", says Ronald.

Pim Print employs seven people. Some of them work on optimizing the company's five webshops so that the company and, more importantly, its products are easier to find. Others are working on further streamlining of the workflow.

## Hundreds of jobs

"Of course, our webshops are available 24 hours a day, seven days a week. We process hundreds of jobs each day, with all their associated administrative tasks. This is only possible with strict automation." Ronald, a veteran in the printing trade, was trained at the Graphic Lyceum Rotterdam. "The graphic trade cannot do without IT. Fortunately, I am fascinated by these possibilities. When we found that web-based sales were increasing, we started searching for software that could relieve the prepress by automating the checking procedures. That is when we discovered callas pdfToolbox Server. Wifac, our local reseller, supplies us with the consumables and they understand automation, workflow



and printers. If we have really in-depth questions, we can always count on Wifac for advice and support. This is essential when you run a 24/7 company. callas builds highly flexible tools, allowing for a wide deployment of the package. Of course, we had to enter our products and profiles in the database ourselves. This was a tough job, and we worked hard on it from early November to late December. Since January of this year, our production runs entirely on callas pdfToolbox. Because of this, we have minimized our margin of error. If you place a job order today, you will receive it the following day. Guaranteed."

## Peaceful production

How does it work? A customer places an order via the web. When he sends us the confirmation, the customer attaches the job in the form of a document. "callas pdfToolbox Server provides the preflight, and our CMS system generates and sends an invoice to the customer by return. The customer settles the invoice immediately, for example via iDeal. No humans are involved in this process. The callas software checks - and, if necessary, corrects - the job on bleed, inserts cutting marks, provides smoothing, calculates the correct color space and places a barcode, so that after printing, the job cutting or print finishing can take place without manual adjustments." This reduces the workload and brings peace into the organization.

callas pdfToolbox Server includes advanced color management functions and on-board imposition. callas pdfToolbox takes the workflow to the next level with the use of hotfolders. Processing thousands of files is done without supervision or with minimal visual inspection by an operator. callas pdfToolbox Server is based on the Adobe PDF Library. A command line version and a full SDK for developers are available.

## Toolbox

*"In order to have a fully functioning automated workflow you need to invest in knowledge and time. You are on the right track when you can let the software perform all kinds of repetitive tasks. Many printers are still burdening themselves with the idea that the press or printer should be the centre of the production. But not in our case. Automated production has the most pivotal role to play. This is what creates peace."*

Print Pim had a terrific first month and also February 2014 is looking fabulous. "Customers who want to have printing done, always search on the web for the cheapest option first and then choose the easiest solution." Customers will find that there is more than just flyers. Posters, banners, magazines, stickers - there are many possibilities.

*"A real runner is our man-size print. We pondered over how we could offer this product for a reasonable price, including postage. This applies to all products. You don't start thinking about how to make something when you have already sold it. It all should be strictly arranged in advance. That way you can offer an attractive price with fast delivery times, and still earn from it."*

Ronald van der Meer is not finished yet. "The goal is to take on more projects with the existing team. The focus lies on further tightening of the workflow and even better findability of our sites. Moreover, we are going to work with affiliate networks, third-party websites that promote our work, for which they get paid. It seems simple, but this too should be carefully arranged. In addition, we will delve deeper into the possibilities of callas pdfToolbox Server. I think there are a lot more tools in that box that we can take advantage of."

## About pdfToolbox Server

callas pdfToolbox Server automates and standardizes the process of file delivery and reception. For print, publishing, advertising, packaging and design companies, it offers the most comprehensive solution for automated high quality preflighting and reliable automatic correction of PDF files through the use of hot folders.

Fully multi-processor aware, callas pdfToolbox Server easily scales with their customer's needs and built on the Adobe PDF Library it provides rocksolid processing. A command-line version and full developer SDK are available when it's necessary to provide closer integration.

From the developers of Adobe® Acrobat®'s Preflight technology, pdfToolbox Server offers comprehensive, yet easy to use:

- PDF preflighting and automatic correction
- Automatic conversion of Microsoft Office files as well as OpenOffice documents into print-ready PDFs
- Impositioning from simple booklets to fullyfledged brochures and books
- Automatic transparency flattening (Windows, OS X and Linux)
- Extensive web-development kit for easy integration

The optional DeviceLink set provides easy repurposing of files for different printing conditions.