

INTERNATIONAL  
PRINECT USER DAYS

October 8 and 9, 2014



# Welcome to the Prinect User Days – October 8 and 9, 2014 at the Print Media Academy in Heidelberg

Communication between humans has undergone momentous changes over the last few years and as anyone looking at today's youngsters can see: we have not reached the end of the line but are only at the beginning of an evolution. As a key motor for print jobs, advertising budgets are veering more and more from the print sector to the online sector. Yet print still continues to command a strong position.

Our keynote address takes an in-depth look into the facts and trends in communication and consumer behavior. As a speaker we are pleased to welcome a market researcher with years of experience in the graphic arts industry working for well-known companies in this sector. We look forward to discussing with you in various workshops afterwards the impact of this trend and the ways that print and media companies can adapt.

Nevertheless, the classic Prinect User Days topics are far from forgotten: what are the most important new features in the 2015 version of Prinect? What are the highlights and which improvements will further optimize production?

As usual we shall be taking a look at the bigger picture and have included talks on digital printing, offset printing including the new ISO standard, postpress and, naturally, packaging workflows. For the first time ever we shall be checking out the topic of consumables and asking the provocative question whether we're all trying to save in the wrong place when it comes to consumables.

In short: you can be sure of an exciting and varied program on the topics that really matter to our industry.

Come on October 8 and 9, 2014 to the Prinect User Days in the Print Media Academy and see for yourself. Find out the latest at first-hand and enjoy exchanging your impressions with colleagues in the industry.

## **Organization team**

The Prinect User Days is an event organized by a group of Prinect customers for Prinect customers. Heidelberger Druckmaschinen sponsors the event and provides the organizational and logistics framework. The program for the International Prinect User Days 2014 was put together for you by the members of the organization team:

Stefan Balmer, FO-Fotorotar, Egg (CH)  
Walter Grasl, Grasl FairPrint, Bad Vöslau (A)  
Frank Karl, Medienhaus RETE OHG, Freiburg (D)  
Martin Klein, ctrl-s prepress GmbH, Stuttgart (D)  
Thomas Madel, C. Maurer Druck und Verlag, Geislingen (D)  
Thomas Schubert, Förster & Borries, Zwickau (D)  
Brian Thorsgaard Hansen, Fynske Medier, Odense (DK)  
Albert Tuijtel, Tuijtel, Hardinxveld-Giessendam (NL)

## **Contact**

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## **Venue**

Heidelberger Druckmaschinen AG • Print Media Academy  
Kurfuersten-Anlage 52–60 • 69115 Heidelberg

## **Conference Language**

English

# Wednesday, October 8, 2014

## Print Media Academy

Presentations, workshops and discussions

**8.30 a.m. Reception with tea and coffee**

**9 a.m. Welcome and presentation of the agenda**

**Moderator: Brian Hansen, Albert Tuijtel**

**9.15 a.m. Heidelberg News**

Heidelberg News this year once again gives a wall-to-wall overview of all the latest features in the recently released 2015 version of Prinect. The highlights are briefly presented to give participants an insight into what's going on today as well as into the developments in the pipeline for Prinect.

*Axel Zöller; Heidelberger Druckmaschinen AG*

**10.00 to 10.30 a.m. Coffee break**

### Workshops

You can choose from eighteen in-depth workshops on Wednesday held at four different times.

**10.30 to 11.30 a.m. Workshop series 1, parallel workshops 1–4**

**12.00 to 1.00 p.m. Workshop series 2, parallel workshops 5–8**

**3.15 to 4.15 p.m. Workshop series 3, parallel workshops 9–13**

**4.45 to 5.45 p.m. Workshop series 4, parallel workshops 14–18**

10.30 to 11.30 a.m. Workshop series 1

**Workshop 1: ISO compliant color reports without a second measurement**

It takes time and a lot of staff to document compliance with print standards for the print buyer. Not only must the OK sheet be re-measured once it's dried, so must also the samples from the production print run. We would like to introduce you to a new approach that enables you with the aid of spectral measurement techniques to use the color data from the production print run and compare them with the OK sheet.

*Presenters:*

*Bernd Utter, Product Manager, Heidelberger Druckmaschinen AG  
Stefan Schenk, R&D, Heidelberger Druckmaschinen AG*

**Workshop 2: Prinect PDF Toolbox**

There are new functions again this year for the Prinect PDF Toolbox, Heidelberg's multi-purpose and tried and proven toolbox. We show you the further developments in Prinect Version 2015 for preflight and data correction as well as in Barcode and Object Editor. As usual, in this year's workshop we'll also be taking on board your wishes and suggestions for future versions of PDF Toolbox.

*Presenters:*

*Sebastian Nickel, Frank Gnutzmann, Heidelberger Druckmaschinen AG*

**Workshop 3: Prinect Prepress 2015 – the latest features with the focus on extended ganging functionality**

Find out what kind of innovations there are for prepress in the 2015 version of Prinect. Job notes, enhanced drag & drop, new proofers, online store connections and gang processing are merely some of the topics we'll be taking a look at. Talk to us about what else you've found you need when working with the system.

*Presenters:*

*Meino v. Spreckelsen, Heidelberger Druckmaschinen AG  
Wiebke Stoltenberg, Heidelberger Druckmaschinen AG*

#### **Workshop 4: Heidelberg Digital Solutions- News**

In this session we present Heidelberg's latest innovations in digital printing and their highly promising applications.

*Presenter:*

*Mark Ihlenfeldt, Product Manager, Heidelberger Druckmaschinen AG*

11.30 a.m. to 12 p.m. Coffee break

12 to 1 p.m. Workshop series 2

#### **Workshop 5: Prinect Business Manager: an overview of the latest functions with the focus on the new "Speed Estimator" and automatic online calculation**

At the heart of this workshop is the new version of Prinect Business Manager with a raft of new functions, available autumn 2015. A key highlight is the new fully automated calculation for standard products designed to save considerable time – a function that may well be particularly important since these days more and more quotes are necessary to gain the same number of jobs.

*Presenter:*

*Reiner Bachthaler, Product Manager, Heidelberger Druckmaschinen AG*

#### **Workshop 6: Prinect 2015 live**

Find out all about the latest functions in Prinect Version 2015. We'll be showing you a job throughput live – from incoming jobs to web-to-print to automatic set-up in the MIS to highly automated production with Smart Automation through to postpress. Presettings at the press and folders are now even more reliable so you can keep an eye at all times on the planning, status and analysis of times and costs.

*Presenter:*

*Rene Schieber, Product Manager, Heidelberger Druckmaschinen AG*

**Workshop 7: Prinect Color Toolbox ISO 12647-2:2013; G7 and digital printing**

Prinect Color Toolbox 2015 works with the new target values defined by ISO 12647-2:2013. Likewise the G7 specification has now also been fully completed. In answer to many packaging printers' requests, spot colors can now be measured and compared. Alongside these typical applications in offset printing, Color Toolbox is now ready for digital printing.

*Presenters:*

*Dr. Sehran Tatari, Heidelberger Druckmaschinen AG*

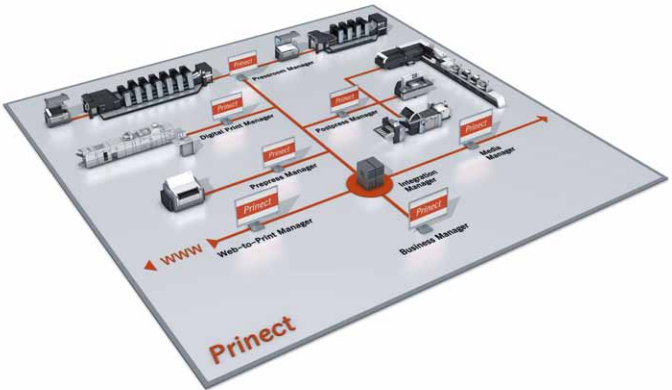
*Bernd Utter, Product Manager, Heidelberger Druckmaschinen AG*

**Workshop 8: Prinect – the integrated print shop**

What's new in integrated workflows? We'll be showing how you can work elegantly with comments in your workflow. This workshop also focuses on efficiency in production throughput as well as planning and analysis. Take the opportunity to find out what's state of the art at the moment and exchange experiences with users during a complete job throughput.

*Presenter:*

*Ulrike Seethaler, Product Manager, Heidelberger Druckmaschinen AG*



1 to 2 p.m. Lunch together

## **2 p.m. Paper and inks are getting worse and worse?**

### **Cuts and savings – at all costs!**

To counteract pressures on margins, attempts to cut the costs for the key cost units paper and ink are widespread in the graphic arts industry. Yet often lower prices go hand in hand with a reduction in the quality of ink and paper, which in turn leads to production problems. Could this be a vicious circle since the final overall production costs rise anyway? This was the issue that our organization team chewed over when planning the groundwork for this year's Prinect User Days. With the help of user examples, analyses of test series and discussions with a vendor, we will try to shed light on the situation to aid your company's decision-making.

*Presenters: Winfried Wagner, Heidelberger Druckmaschinen AG*

*Michael Dischinger, Heidelberger Druckmaschinen AG*

*Hans-Jürgen Lind, Sappi Fine Paper Europe*

### **2.50 to 3.15 p.m. Coffee break**

### **3.15 to 4.15 p.m. Workshop series 3**

#### **Workshop 9: ISO compliant color reports without a second measurement**

See Workshop 1, page 5

#### **Workshop 10: PDF / X-4 & Co – successful processing with Prinect and other color management tips**

Customers are making more and more use of the opportunities offered by PDF / X-4. Data are increasingly being created on a media-independent basis or lack of know-how means they are not immediately suitable for print output. This forces print service providers to set up complex color management workflows for preparing data for specific print processes. At the same time the technologies used for converting ICC and DeviceLink profiles can also be used to advantage in standardizing separations and separation improvements (e.g. achromatic). We want to show you in this workshop how to set up such profiles in Color Toolbox and the matching Color Management settings for Prinect sequences. This workshop is designed for anyone responsible for color management with a basic understanding of this topic.

*Presenter:*

*Wiebke Stoltenberg, Product Manager, Heidelberger Druckmaschinen AG*



### **Workshop 11: Prinect: tools for web-to-print shops**

When entering the web-to-print market for the first time, it's essential to define the criteria as to what the system needs to offer before choosing the right online store system. We show you online store systems that meet all kinds of requirements and can be connected to the Prinect production workflow as well as the Prinect MIS.

*Presenter:*

*Lucia Dauer, Heidelberger Druckmaschinen AG*

### **Workshop 12: Prinect – the integrated print shop**

See Workshop 8, page 7

### **Workshop 13: Introduction to Variable Data Printing – using PDF/VT data**

Variable data printing with personalized documents is considered a leading edge marketing tool. Prinect supports the variable data format PDF/VT from Adobe and offers you the opportunity to become active in these new markets and with these new clientele. This workshop tells you all about the latest opportunities and how to work with PDF/VT documents as the basis for optimized workflows and data handling.

*Presenter:*

*Rüdiger-Ernst Knebel, Managing Director, Objectif Lune Deutschland*

**4.15 to 4.45 p.m. Coffee break**

4.45 to 5.45 p.m. Workshop series 4

#### **Workshop 14: Low Energy UV printing**

This workshop examines the latest developments in the “dry-on-dry sheet concept” with DryStar Low Energy UV technology. We show you how you can produce commercial print work even more efficiently as well as further optimizing your processes. We’ll also be demonstrating the capabilities of this technology using practical examples and examining the question how new business opportunities can be created using this technology.

*Presenter:*

*Martin Zibold, Product Manager, Heidelberger Druckmaschinen AG*

#### **Workshop 15: Prinect Color Toolbox ISO 12647-2:2013; G7 and digital printing**

See Workshop 7, page 7

#### **Workshop 16: Prinect 2015 live**

See Workshop 6, page 6

#### **Workshop 17: The latest in high-performance folding carton and label production for sheetfed offset and digital printing**

The latest workflow extensions for packaging and label production in offset and digital printing now mean you can use and evaluate your data optimally – so you can achieve maximum productivity in the pressroom and in postpress and ensure your success in this stable growth market.

*Presenter:*

*Sabine Roob, Product Manager, Heidelberger Druckmaschinen AG*

#### **Workshop 18: Introduction to Variable Data Printing – using PDF/VT data**

See Workshop 13, page 9

6 to 7 p.m. Happy hour

7 to 11 p.m. Evening event

Enjoy sharing experiences with like-minded participants and experts from Heidelberg in the foyer of the Print Media Academy.

# Workshops on Thursday, October 9, 2014

Workshop series 5–6

8.30 to 9 a.m. Welcome coffee

**9 to 10 a.m. Workshop series 5, parallel workshops 19–22**

10 to 10.20 a.m. Coffee break

10.20 to 12 a.m. Presentations in the auditorium

12 to 1 p.m. Lunch together

**1 to 2 p.m. Workshop series 6, parallel workshops 23–27**

2 to 2.15 p.m. Coffee break

2.15 to 2.30 p.m. Feedback and end of event

9 to 10 a.m. Workshop series 5

## **Workshop 19: Heidelberg Digital Solutions: what's new**

In this session we present Heidelberg's latest innovations in digital printing and their highly promising applications.

*Presenter:*

*Mark Ihlenfeldt, Product Manager, Heidelberger Druckmaschinen AG*

## **Workshop 20: Folding carton and label production with Prinect**

We show you practical examples of how to industrially produce folding cartons and labels in offset and digital printing – whether for sheetfed offset or long grain label printing: Prinect enables you to produce efficiently – from taking on a job to structural design, prepress, printing and postpress through to post-production job costing and cost analysis with real production data.

*Presenter:*

*Sabine Roob, Product Manager, Heidelberger Druckmaschinen AG*

## **Workshop 21: Prinect Business Manager: an overview of the latest functions with the focus on the new “Speed Estimator”**

At the heart of this workshop is the new version of Prinect Business Manager with a raft of new functions, available autumn 2015. A key highlight is the new fully automated calculation for standard products designed to save considerable time – a function that may well be particularly important since these days more and more quotes are necessary to gain the same number of jobs.

*Presenter:*

*Reiner Bachthaler, Product Manager, Heidelberger Druckmaschinen AG*

## **Workshop 22: Digital publishing: database-assisted publishing in various output channels**

Today it's not a question of simply printing information or distributing it as a PDF, it also needs to be processed for online media. Yet the workload can be high if you want to publish via various channels simply because you need so many tools. What can actually be done by just pressing a button? We'll be discussing with vendors and users what tools and processes are required and whether they are already in place today.

*Presenters:*

*Lucia Dauer, Heidelberger Druckmaschinen AG*

*Sascha Brandhorst, Neo7even GmbH Software Solutions*

10 to 10.20 p.m. Coffee break



## **10.20 a.m. Communication in the 21<sup>st</sup> century: online & print – competition or cooperation? A fact check**

With the onset of the 21<sup>st</sup> century, communication, specifically media communication and therefore the media market, is changing rapidly. Digitalization is not only driving how products are marketed but also their contents. Media channels are faced with new tasks, although print continues to play an important role in the suite of different content submission methods for the media user. These days neuroscience is able to vividly illustrate just what print is capable of, its specific modes of action and acceptance. In addition to this, results from genre studies over the past few years impressively underline the added value of print media as an advertising vehicle.

*Michael Pusler, media and market research consultant, recently head of media research at Mediaplus Gruppe für innovative Media GmbH & Co. KG; previously long-standing head of market research at Hubert Burda Media; 2011–2014 member of the Board of Directors of the Federal Association of German Market and Social Researchers (BVM e. V.).*

## **11 a.m. Panel discussion**

In the panel discussion afterwards we will try together with the audience to critically get behind these theories on communication in the 21<sup>st</sup> century in an attempt to map the potential consequences for everyday life in graphic arts companies.

*Moderators:*

*Brian Thorsgaard Hansen, Fynske Medier, Odense (DK)*

*Albert Tuijtel, Tuijtel, Hardinxveld-Giessendam (NL)*

## **11.15 a.m. Quo vadis ISO 12647-2 – what can we do?**

After amending the standards for measurement and color matching in 2009, a new version of ISO 12647-2 was also made available in December 2013. A curse or a blessing? What's behind it all? Questions you're naturally asking yourselves. Hear all about it from the experts and find out how you can circumnavigate it best in your company.

*Presenters: Karl-Michael Meinecke, Chairman of the German delegation on the ISO Technical Committee 130*

*Bernd Utter, Product Manager responsible for standardization, Heidelberger Druckmaschinen AG*

## **12 to 1 p.m. Lunch together**



1 to 2 p.m. Workshop series 6

**Workshop 23: Prinect Prepress 2015 – the latest features with the focus on extended ganging functionality**

See Workshop 3, page 5

**Workshop 24: Quo vadis ISO 12647-2 – what can we do? – the workshop**

In this workshop we'll be delving into the subject of implementing the latest ISO standards and giving you tips on how to go about it. How well are you equipped with Prinect to meet the new requirements? We round off the workshop with practical tips on implementing these requirements and talking to customers.

*Presenters:*

*Karl-Michael Meinecke, Chairman of the German delegation on the ISO Technical Committee 130*

*Bernd Utter, Product Manager responsible for standardization, Heidelberger Druckmaschinen AG*

### **Workshop 25: A logistics module for Prinect**

Everyday life today: a growing number of jobs from internal sales people plus thousands of orders from all kinds of online stores and all with complex delivery specifications. Products are produced digitally, conventionally or with hybrid processes and combined with goods on stock and bought-in services. Who could possibly see their way through all that? With just a mouse click the new logistics module cspp knows the status of every single product. cspp has been designed to close the gap left open at the moment by W2P, MIS and workflow systems. It enables freely configurable, non-linear workflows, logs milestones, intelligently guides the user and organizes production, in-house logistics and shipping. cspp communicates with W2P portals, Prinect, ERP and shipment providers. It is ideal for W2P-driven companies and all print shops taking the road to industrialization seriously.

*Presenters:*

*Martin Klein, ctrl-s prepress GmbH*

*Axel Zöller, Heidelberger Druckmaschinen AG*

### **Workshop 26: Digital publishing: database-assisted publishing in various output channels**

See Workshop 22, page 12

### **Workshop 27: Prinect PDF Toolbox**

See Workshop 2, page 5

**2 to 2.15 p.m. Coffee break**

**2.15 to 2.30 p.m. Feedback and end of event**

