



Digital Printz
streamlines turnaround
time from order to
print with automation
software

Background

Brazilian digital printing expert Digital Printz, based in Osasco, São Paulo, was founded in 2002 and specializes in the production of digital and personalized printed products. Their product portfolio includes business cards, corporate printing, promotional materials, labels, stickers, flyers, brochures, posters, bags and more. This wide range is produced on HP Indigo, Canon and Agfa equipment, among others.

“We want to break down barriers with innovation and technology to provide our customers great results.”

Marcos Gabriel dos Santos , Owner Digital Printz



Challenges

- Manual management of incoming orders, including folder creation, Excel worksheets, .txt file extension, etc.
- Time wasted on manual file handling, file review and optimization, creating manual jobs and manual review as well as separation files, sending individual files to print devices
- Incorrect files bogged down the entire workflow and resulted in extensive troubleshooting
- Staff needs a lot of time for rework until printing stage

Solutions

- ✔ Automation of file management, preflight including corrections
- ✔ Automated file corrections such as flattening transparencies, color management, normalization, and more ensure error-free production
- ✔ Detailed overview of orders and suborders, with easy verification of jobs and files via XML; even with automatic folder management that automatically adjusts output to the addressed press
- ✔ The software ensures the stability of the entire process, 24 h a day / 7 days a week

BENEFITS



AUTOMATED FILE HANDLING
ENABLES **EFFICIENT PROCESSES**



ON-TIME PRODUCTION



LESS MANUAL REWORK WITH **PERFECT-FIT OPTIMIZATION** OF PRINT FILES



SEAMLESS INTEGRATION
INTO EXISTING SYSTEMS

**READY TO AUTOMATE YOUR
PRODUCTION PROCESSES?**



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