

## **Main Echo upgrades its prepress workflow with printnet OM**

Optimized processes through automated output management, ink reduction and bitmap version comparison

Verlag und Druckerei Main-Echo in Aschaffenburg/Germany, publishers of the Main-Echo, is to upgrade its ppi workflow, which was successfully installed a number of years ago, to include newspaper printing. The publishing company has therefore commissioned the manroland subsidiary ppi Media to install its output management system printnet OM.

The aim is to create a uniform, end-to-end prepress workflow and automate and optimize RIP, merge, imaging, production tracking and proofing on a long-term basis. ppi's ProofStation will provide an enhanced function for comparing bitmap versions, so significant plate savings can be achieved. Further rationalization potential is provided by ppi's new product InkReduction, which significantly reduces ink consumption without a loss of quality. Apart from streamlining its prepress workflow, the Main Echo is also to change the production workflow at its publishing house by introducing a new web.red editorial system. In conjunction with this, ppi Media will change its existing PostScript-based page assembly to a native PDF workflow.

### **Central tracking of the production workflow**

By commissioning ppi Media, Main-Echo is backing workflow suppliers who offer an end-to-end workflow concept for publishing and printing. By introducing the printnet output management system, plate production can take over seamlessly from the publishing workflow and be operated and monitored from a central location. In conjunction with ProofStation and ppi's new ink reduction solution, a significant increase in production security and efficiency will be achieved.

### **About Main-Echo**

The Main-Echo publishing company is the information hub for the Lower Main region. A quarter of a million people in the Main area read its independent daily, the Main-Echo. Eight editions – which include the Bote vom Untermain, Lohrer Echo and Wertheimer Zeitung – guarantee up-to-date, factual news. Its online service Main-Netz and other print products with a regional focus support the newspaper. The headquarters and print site of this medium-sized family business with approx. 300 employees are located in Aschaffenburg, Germany.

Dynagraph traces its roots back to the 1970s. Dynagraph is at the cutting edge of transfer of printing technology.

Dynagraph for Printing Industry Ilc, Dubai serves as a regional hub, operating from the commercial capital of the United Arab Emirates to coordinate all activity in the Gulf.

Dynagraph for Printing Industry Sal (Offshore) and Dynagraph Lebanon sal cover the near eastern markets.

Dynagraph is a small to medium size business with 90 employees.

Dynagraph aims for a balanced product mix between supplies, prepress, press, after press, converting, consumables and services

In prepress with both standard and bespoke hard and software solutions from DTP to high-end systems Dynagraph deals with manufacturers such as Fuji Film Graphic Arts or DuPont.

In press, sheet and webfed manroland is Dynagraph's partner provides a wide range of highly developed presses and services, whether in commercial, packaging or publishing printing.

In after press, our partners in this sector are leading manufacturers like Kolbus, MBO, Schneider\_Senator, Theisen & Bonitz, and others.

Kolbus offers the most extensive machine range in the industry. Hardcover as well as adhesive bound products such as catalogues, magazines, schoolbooks, paperbacks, and a variety of other products.

For special types of projects for the packaging and converting industry, Dynagraph works together with world leading manufacturers and foremost suppliers of products for solid board, corrugated board and flexible packaging industries e.g. Mark Andy, Winkler+Dünnebier,

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*(Ref. manroland AG)*

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The headquarters and print site of the Main-Echo publishing in Ashaffenburg, Germany.