



INTERNATIONAL
PRINECT USER DAYS

June 12 and 13, 2018

Welcome to the International Prinect User Days – June 12 and 13, 2018 – at the Print Media Academy in Heidelberg

The Push to Stop production philosophy as the key element of the Smart Print Shop has been on everyone's lips since the last drupa. The new Push to Stop Speedmaster generations are now installed in many print shops worldwide; autonomous and navigated printing with its considerable productivity increases is no longer a utopia. But the machines are only one component in making Push to Stop a reality. The other two prerequisites are print shop management that understands, defines, and sustainably implements the adaptation processes, and the workflow that makes this approach possible. Today, Prinect begins with the slogan "Prinect. Driving the Smart Print Shop." and makes it clear that the workflow supports the necessary processes. One of the central topics at Prinect User Days 2018 will be taking a critical look at this claim: the technical progress, the new functions that are driving the concept forward, what may still be missing, and the business models that will enable all print shops to make use of this new production philosophy. And we will be presenting a brand-new Prinect service for the first time at the User Days: Prinect Smart BI, a combination of Heidelberg and Microsoft technology designed to smooth the path to the Smart Print Shop with innovative analysis tools.

In numerous workshops, technical innovations will be presented, and questions explained and discussed. Of course, the program includes an update on digital printing, including the necessary Prinect DFE technologies. You can also get an overview of new Prinect functions in the "Demo Marketplace".

At the evening event, we are breaking new ground with a chatty open-kitchen party on the 12th floor of the PMA, high above the roofs of Heidelberg. Look forward to unique views of the castle and old town as well as interesting conversations in an exclusive atmosphere. But much remains the same, for example the long breaks and the happy hour in the foyer for a targeted exchange with colleagues, Prinect Developers, and Product Managers from Heidelberg. We look forward to welcoming you at the PMA on June 12 and 13. You can also see the detailed program at www.prinect-anwendertage.org.

Organization team

The Prinect User Days is an event organized by a group of Prinect users for Prinect users. Heidelberger Druckmaschinen sponsors the event and provides the organizational and logistics framework. The program for the International Prinect User Days 2018 has been put together for you by the members of the organization team:

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Contact and registration

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Venue

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

Conference language

English

Note

The German-speaking Prinect User Days will take place on June 15 and 16, 2018. The program is identical to the English-language event. For the detailed program, visit www.prinect-anwendertage.org

Should there be any conflict of dates for the event held on June 12 and 13, German-speaking participants are welcome to take part in the event on June 15 and 16.

Tuesday, June 12, 2018

Print Media Academy

Presentations, workshops, and discussions

8:30 a.m. to 9:00 a.m.	Get together with coffee and tea
9:00 a.m. to 9:20 a.m.	Welcome and introduction to the agenda
9:20 a.m. to 10:00 a.m.	Expert talk
10:00 a.m. to 10:30 a.m.	Coffee break
10:30 a.m. to 12:00 noon	Expert talks
12:00 noon to 1:00 p.m.	Lunch
1:00 p.m. to 1:45 p.m.	Expert talk
1:45 p.m. to 2:30 p.m.	Heidelberg News
2:30 p.m. to 3:00 p.m.	Coffee break
3:00 p.m. to 6:00 p.m.	Workshop sessions 1 – 3
6:00 p.m. to 7:00 p.m.	Happy hour!
7:00 p.m. to 11:00 p.m.	Joint dinner

9:00 a.m. Welcome and introduction to the agenda

Presenters:

Albert Tuijtel, Mariusz Lewandowski

9:20 a.m. From single job to industrial print production

Analyzing and improving processes: use cases

From year to year, machines and software are becoming more efficient, allowing processes that make industrial production possible. But technology is one thing, the people in the business you have to motivate another. How to approach and master this second pillar of innovation will be explained and discussed in the opening lecture on the basis of a concrete example.

Presenter: Anthony Thirlby, Heidelberger Druckmaschinen AG



10:30 a.m. Innovative business models.

Subscription models for printing machines and software

Subscription models for machines, devices and software are established in many industries and in many cases already standard. In the graphic arts industry, Heidelberg introduced this new way of technology and machine use last year. In this lecture, the concept will be presented and the resulting opportunities for printers explained and discussed.

Presenter: Jürgen Grimm, Heidelberger Druckmaschinen AG

11:15 a.m. Heidelberg Digital Printing: Prinect DFE, Versafire, Primefire, Labelfire

We are looking forward to Montserrat Peidro-Insa, who provided a fascinating introduction to the many new possibilities of digital printing at the last Prinect User Days. A lot has happened since then. She will give us an overview of the brand new Versafire models, the latest about Primefire (not forgetting Labelfire), and of course cover the new features of the Prinect DFE including the advantages of Prinect in a digital workflow.

Presenter: Montserrat Peidro-Insa, Heidelberger Druckmaschinen AG

1:00 p.m. Business Intelligence in the printing industry:

Do we need this?

Business Intelligence – one of the big buzzwords of our time – is a prerequisite for many innovations to better understand the initial situation. For the graphic arts industry, currently there is no comprehensive standard solution at a reasonable cost in the market. Heidelberg has announced a new solution that is in beta testing. The lecture explains this new service for Heidelberg Prinect customers and also provides information on which analyses are possible based on concrete case studies.

Presenter: Jacob Hededam, Heidelberger Druckmaschinen AG

1:45 p.m. Heidelberg News

Of course, the classic elements of the Prinect User Days program will still be featured in 2018. As usual, as a general overview, the highlights of the new Prinect version will be briefly and concisely presented as an important input for your choice of which workshops to attend in the afternoon to better understand a topic in detail.

Presenter: Axel Zöller, Heidelberger Druckmaschinen

Marketplace D1 to D6

In this marketplace, the main new features of Prinect 2019 will be presented in 6 different short 20-minute demos. Up to 8 people each at 6 different stations will be able to gain a quick overview of new functions or a new workflow application. The focus here is on the actual demo itself and not necessarily on discussions. Most demo topics will be revisited in the workshops and can be discussed in more detail then. The 6 demos will be repeated several times so that every visitor can decide their own focus. The contents of the demos D1 to D6 are described below.

D1: Integrating customers and internal communication with Prinect Portal

Prinect Portal enables customers to order online directly from the print shop, track their orders, and also approve them remotely. We will also show you that the browser-based Prinect Portal offers advantages for internal employees: Jobs can now be generated easily via drag & drop for subsequent Prinect processing – regardless of which department in the print shop is actually doing it.

D2: Job management with Prinect Business Manager

Prinect Business Manager provides a comprehensive MIS solution to optimize the processes of a print shop. This demo gives an overview of the structure and the functionality of the system. Experience how Prinect Business Manager as a central part of an integrated Prinect workflow solution can improve and simplify your job and material management.

D3: Automated prepress production

Automate prepress in your print shop with Smart Automation and the Prinect Portal to considerably speed up all your processes. The browser-based Prinect Portal serves as the starting point for fully automated production and time-based ganging of jobs. Workflows can be controlled centrally and in detail at the Prinect Cockpit. This demo shows the easy creation of print jobs in Prinect Portal and their automated processing.

D4: Prinect Web Shop with integration in Prinect

Online shops strengthen customer loyalty and create the potential to generate new orders. This also increases the networking of business and production processes. We show you how your customers can use Prinect Web Shops to process their orders and how you can use this information for an automated standardized production process and fewer touchpoints.



D5: Business Intelligence with Prinect Smart BI

Prinect Smart BI (Business Intelligence) combines your business and production data in a visual format so that you can clearly understand your business. Prinect Smart BI allows you to create up-to-date reports on market trends, product development, customer preferences, equipment performance, and material movement. With the right information at your fingertips, your sales and production team can work more efficiently and more productively, thereby improving your bottom line. The resulting opportunity increases production efficiency and returns a higher profit for you.

D6: Cut makeready times with Prinect Automatic Paper Stretch Compensation

Are you familiar with the effects of undesired paper stretching on the printed image? This stretching can already be compensated during prepress – as soon as the behavior of the printing substrate is known. Automatic compensation saves a lot of time during makeready, time normally spent on tedious registration. Diverse applications within commercial, packaging, and label printing are suitable for being compensated in advance. We will show you which printed images are suitable for automatic paper stretch compensation and how you can already calculate stretching during plate imaging.

Workshops

You can choose from twelve in-depth workshops on Tuesday, held at three different times.

3:00 p.m. to 3:50 p.m.: Workshop Series 1, WS 1–4 in parallel

4:05 p.m. to 4:55 p.m.: Workshop Series 2, WS 5–8 in parallel

5:10 p.m. to 6 p.m.: Workshop Series 3, WS 9–12 in parallel

WS 1, WS 6, and WS 11: Estimating: The conflict between easy price calculation and predefinition of production

The daily conflict for order managers in a print shop: Put in the effort to calculate each detail for a customer quote, or make do with a rough but much faster price estimation? However, the rough budget price calculation cannot serve as a template for production when the customer places the order. We show you how you can solve this conflict with an integrated Prinect workflow and achieve – with minimum effort – a precise price calculation and a full predefinition of a production job.

Target group: This workshop is focused on users involved in job processing and sales as well as print shop management curious to learn about the cost cutting and optimization potential of a fully integrated MIS.

Presenter: Reiner Bachthaler, Heidelberger Druckmaschinen AG



WS 2: Customer integration with Prinect Portal

With the Prinect Portal, you can shorten and standardize many processes with your customers. For customers, this means improved service as they can place their orders 24/7, see at any time where their orders are, or even approve certain production data online. Thanks to automation, these jobs can then be processed optimally in the Prinect production workflow with little or no manual intervention. A customer portal therefore has advantages for both sides.

Target group: All employees in print shops who are in direct contact with customers.

Presenters: Lucia Dauer, Ferry Kummer, Heidelberger Druckmaschinen AG

WS 3: Follow-up Workshop: From single job to industrial print production. Analyzing and improving processes: use cases

This workshop provides an opportunity for an in-depth follow-up discussion about the opening presentation of the Prinect User Days. Anthony Thirlby has transformed several print shops into high-performance Smart Print Shops, doubling productivity and profit. Learn and discuss directly with him how he initiated and managed the transition process.

Target group: Print shop management and employees interested in the Smart Print Shop transition process.

Presenter: Anthony Thirlby, Heidelberger Druckmaschinen AG

WS 4 and WS 5: Plate Pilot. Managed plate output for print

You are optimizing your print job sequence to save money – but prepress never delivers the plates exactly sorted as required? Then you should get acquainted with the Plate Pilot, which tackles this issue. This workshop shows how the Plate Pilot optimizes the plate output sequence automatically in combination with the Scheduler so that the plate trolleys are available with perfectly sorted plates for the start of printing. You see how this can be supervised at the new Plate Pilot Widget and learn about the options to intervene if necessary.

Target group: This workshop is aimed at Prinect users who want to adapt their plate production sequence to their press scheduling.

*Presenters: Wiebke Stoltenberg and Sebastian Bauch,
Heidelberger Druckmaschinen AG*

3:50 p.m. to 4:05 p.m. Coffee break

WS 7: Workflows for short-run folding carton production in offset and digital printing

Even in packaging printing, print runs are getting shorter and require new, more efficient workflows to keep costs as low as possible. Digital printing and web shops are becoming more and more common in packaging print shops. The workflow system must respond flexibly to these requirements and offer automated solutions that meet the requirements of conventional and new ways of working.

We will show you the appropriate solutions with Prinect and discuss your further requirements and future wishes.

Target group: This workshop is aimed at Prinect users working in folding carton and print shops interested in learning about the functionality provided by Prinect in this growing segment.

*Presenters: Sabine Roob and Marc Woschei,
Heidelberger Druckmaschinen AG*

WS 8 and WS 10: Optimized job sequence, new planning logic for the Smart Print Shop

How do you plan production today? Who decides the order in which the jobs should be printed and whether production can be completed optimally and in time? On the way to the Smart Print Shop and Push to Stop production, it is necessary to question old routines.

Get to know the Prinect Scheduler and see how new optimization options can improve the productivity of the connected machines. Intelligent planning supports the printing and finishing machines and makes your business smarter.

Target group: The workshop is aimed at Prinect users involved in production planning and all those who want to tap further optimization potential.

Presenter: Ulrike Seethaler, Heidelberger Druckmaschinen AG

4:55 p.m. to 5:10 p.m. Coffee break

WS 9: New workflows for label production

Label printing in the various printing processes – offset, digital, and flexo printing – on sheets or web are increasingly being used in parallel in print shops. The workflow system should be used flexibly for all of them and largely automate the processes. We will show you how Prinect supports the various requirements – from estimation via online orders and communication with the customers to data processing for the various production channels – automatically and reliably.

Since small formats are typically being combined with an increasingly greater number of varieties and shorter run lengths, we will also present a new Prinect module for creating gang forms with different shapes, which also enables processing via digital die cutters and cutting plotters.

Target group: This workshop is aimed at Prinect users working in label production and print shops interested in learning about the functionality provided by Prinect in this growing segment.

*Presenters: Sabine Roob and Marc Woschei,
Heidelberger Druckmaschinen AG*

Wednesday, June 13, 2018

Print Media Academy

9:00 a.m. to 9:15 a.m.	Get together
9:15 a.m. to 9:30 a.m.	Welcome and introduction to the workshops
9:30 a.m. to 10:20 a.m.	Workshop session 4, WS 13–16 in parallel
10:20 a.m. to 10:50 a.m.	Coffee break
10:50 a.m. to 11:40 a.m.	Workshop session 5, WS 17–20 in parallel
11:40 a.m. to 12:10 p.m.	Coffee break
12:10 p.m. to 1:00 p.m.	Workshop session 6, WS 21a–24 in parallel
1:00 p.m. to 2:00 p.m.	Coffee break
2:00 p.m. to 2:50 p.m.	Workshop session 7, WS 21b–26 in parallel
2:50 p.m.	End of event

Workshops

WS 13 and WS 19: Automation, reducing touchpoints: How to automate impositioning with Prinect

Prinect offers many possibilities for making print production processes more efficient. This workshop shows how impositioning can be automated using smart automation, product codes, and part product templates. Find out about imposition tasks that could be delegated to your customers with the Prinect Portal. Use this workshop to discuss which automation aspects you deem important to push the future development of Prinect into the right direction.

Target group: This workshop is aimed at Prinect users actively using Prinect automation and who want to start using imposition automation.

Presenter: Wiebke Stoltenberg, Heidelberger Druckmaschinen AG

WS 14 and WS 18: PDF Toolbox news including simple variable data printing

The new version of Prinect PDF Toolbox, Heidelberg's multi-purpose and tried-and-tested toolbox, includes new developments for nearly all its tools. The new Versioning Assistant makes it easy for anyone to work on complex print variants. The VDP Editor (Variable Data Printing) supports new applications for commercial, packaging, and label printing. And a special highlight is the new "Show Effects" function, which enables finishing effects such as gold foil or embossing to be displayed directly in the PDF to get a realistic impression of the final result.

We also discuss your wishes and suggestions for future versions.

Target group: This classic workshop is for all users from all business sizes seeking to find out all about the latest functions in PDF Toolbox. No expert know-how is required, however, knowledge of PDF Toolbox is helpful.

*Presenters: Sylke Hansen and Frank Gnutzmann,
Heidelberger Druckmaschinen AG*

WS 15 and WS 23: Color confidence – quality management: A continuous task in print production

Top-quality color reproduction or predictability is expected in offset printing today – combined with fast production times and low costs. In practice, this requires continuous effort and controls. The presentation gives an insight into the realization of these goals in a print shop with simple means and tools. In more detail, controls along the "color workflow", whether digital or analog, are measurable. In addition to the lecture, there is time for discussion on different approaches – because there is not only one means of "correct" color rendition.

Target group: Users who prepare the data in the print shop and users who are responsible for color quality.

Presenter: Thomas Schubert, Förster & Borries, Zwickau (D)

WS 16: New workflows for label production

See Workshop 9, page 11

10:20 a.m. to 10:50 a.m. Coffee break

WS 17: Customer integration with Prinect Portal

See Workshop 2, page 9

WS 20: Optimized job sequence, new planning logic for the Smart Print Shop

See Workshop 8, page 11

11:40 a.m. to 12:10 p.m. Coffee break

WS 21a: Prinect Business Manager news

Smart print production starts in the MIS. We show you the new functionalities in Prinect Business Manager elevating this integration to the next level, e.g. for versioning, ganging, layout creation, and scheduling. Extended possibilities for easy and automated job processing with the Prinect Portal will also be demonstrated based on practical examples.

Target group: This workshop is aimed at users involved in job processing and sales as well as print shop management.

Presenter: Reiner Bachthaler, Heidelberger Druckmaschinen AG

WS 22: Signa Station – new features for imposition and ganging

This workshop focuses on profitable short runs through automated gang production. In Prinect Signa Station, the automatic ganging calculation has been further expanded. We show you how you can produce small orders with scheduled ganging automatically in the most cost-effective combinations. This offers the highest level of flexibility and speed, and reduces costs to a minimum. Of course you can also discuss your general questions and suggestions for new functions in Signa Station with the experts.

Target group: This workshop is aimed at users who want to learn about the new functionalities of the Signa Station.

Presenter: Sabine Roob, Heidelberger Druckmaschinen AG

WS 23: Color confidence – quality management: A continuous task in print production

See Workshop 15, page 13

WS 24: Customer integration with Prinect Portal

See Workshop 2, page 9

1:00 p.m. to 2:00 p.m. Coffee break

WS 21b: Prinect Business Manager news (follow-up workshop)

Based on workshop 21a you will get a deeper view into the possibilities of Prinect Business Manager for optimized job management in a fully integrated workflow solution. Participants are invited to share their experiences and discuss further ideas and requirements in this workshop.

Target group: This workshop is aimed at experienced users involved in job processing and sales as well as print shop management curious to learn about the cost-cutting and optimization potential of a fully integrated MIS.

Presenter: Reiner Bachthaler, Heidelberger Druckmaschinen AG

WS 25: Workflows for short-run folding carton production in offset and digital printing

See Workshop 7, page 10

WS 26: Prinect Production Manager: Concept and use cases

Prinect goes subscription. Prinect Production Manager is Heidelberg's vision of a modern workflow concept and of central importance for the development towards the print shop of the future, the Smart Print Shop. Learn about the principle and benefits of the licensing model and learn from users how Prinect Production Manager can simplify workflows and increase print shop performance.

Target group: Prinect users and decision-makers in print shops with the vision to become a Smart Print Shop.

Presenters: Axel Zöller and Torben Baptist, Heidelberger Druckmaschinen AG

2:50 p.m. End of event

