

raff digital: Rapid and secure catalog production with GMG CoZone and HUGO BOSS AG



Project: More efficient, rapid and secure production of catalogs,

Company: raff-digital gmbh, **GMG-Solution:** GMG CoZone



raff digital Headquarter in Riederich

With GMG CoZone Collaborate, GMG has created a cloud-based correction and approval tool that makes the previously time-consuming final approval process between the client, agency, prepress, and printer much more rapid, efficient, and secure. Raff digital gmbh, a leading German prepress supplier, is deploying the tool even more effectively, by utilizing GMG CoZone to produce fashion catalogs with its client in a process involving several different contact people.

Based in Riederich near the city of Tuebingen, raff digital is a full-service prepress provider that has earned a reputation among agencies and industry and fashion photog-

raphers for top-quality photo processing for the high-end sector. It uses RAW-format images as the basis for artistic picture edits or modifications for entire campaigns, as well as premium-quality photo retouching for industry or fashion advertising. Raff digital's clients use the retouched images in a wide variety of digital and print media.

The HUGO BOSS group in nearby Metzingen is one of the most profitable stock market-listed clothing manufacturers in the world. Twice a year, around ten catalogs are sent to its retail partners informing them of its newest product lines. In conjunction with the project managers at HUGO BOSS, raff digital is responsible for producing



Approval from stockbooks via GMG CoZone

the print pages of the catalogs, which can be between 16 and 140 pages long. Previously, raff digital would produce the pages using layout templates before sending them as PDFs to the project managers. In the subsequent round of corrections, they would e-mail the pages back and forth, sometimes multiple times, in a process that caused great uncertainty.

“That’s changed since we started collaborating with GMG CoZone,” explains raff digital’s Jens Reutter, who is delighted with the advances made. The data for each catalog are stored in the cloud. “For every catalog, we specify which project managers are authorized to read and correct the data. While all the authorized people – of whom there can be up to ten – have access to the full catalog, they can only upload their own pages. This keeps transfer times very short. That’s important, as several project managers can be working on a catalog using GMG CoZone at any one time.” As the cloud offers an unlimited amount of storage space, multiple catalogs are often in production at the same time on the GMG CoZone platform.

In these situations, around 20 project managers will be using the GMG CoZone correction and approval program on their computer’s browser. This is only possible because working with GMG CoZone is so intuitive and straightforward that anyone can quickly learn to use it.

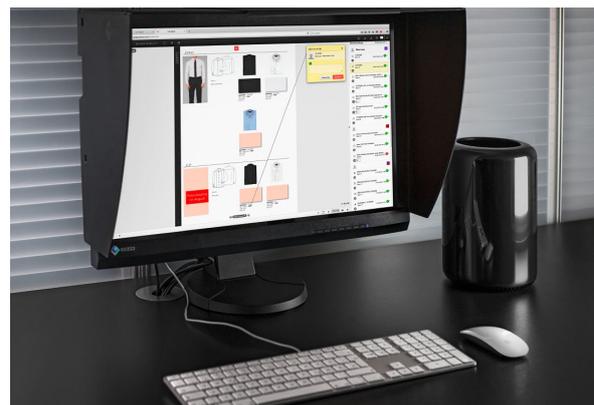
Whenever a new catalog has been prepared at raff digital, GMG CoZone automatically sends an e-mail to all of those authorized for that catalog. They check their pages and then enter correction requests, either involving changes to

the copy or the repositioning of images. They don’t need to evaluate the color quality of the pictures as their PC monitors are not usually color-calibrated. Once the correction stage is complete, raff digital is automatically sent an e-mail and can then implement all the corrections and upload a corrected PDF for approval within GMG CoZone.

„For us it’s very important that the page production and the correction and approval procedure is logged by GMG CoZone as it can then be verified later at any time,” Jens Reutter explains. “This makes the whole production process completely transparent and traceable later on.”

Jens Reutter, raff digital gmbh

His view is shared by Elke Laux of the Global Replenishment team at HUGO BOSS AG: “Our PDF-based correction procedure was always highly complex as many different project managers and teams had to work on a single document. Using GMG CoZone has made the process much easier for us.” This is also confirmed by the company’s recent invitation to tender, which specified GMG CoZone as the tool to be used when collaborating on catalog production. What better expression of customer satisfaction could there be?



Easy and fast communication via GMG CoZone softproof