GMG CoZone:

Swissprinters Substantially Reduces the Length of its Print Data Approval Process

ⓘ **Project:** Speeding up the correction and approval process for printed matter. **Company:** Swissprinters AG, Premedia **GMG solution:** GMG CoZone

Swissprinters, Headquarter in Zofingen

From its plant in Zofingen, the 280-strong workforce of Swissprinters – a subsidiary of the Ringier and NZZ media group – produces high-quality print products. To facilitate this, the Prepress department creates print data that is used for the production of around 60,000 printing plates each year. For the approximately 90 magazines involved, the editorial teams send their finished page data in PDF format for the production of the plates.

Any advertisements, however, have to be checked for correct content and optimized images and only after a legally binding approval process can be released for printing by the client or the client's agency. This task is handled by the Premedia department, which is headed up by Peter Gantner. Supported by a team of 15, Gantner checks, processes, and approves almost 8,000 ads a year. "The process by which we would send the client a color-accurate

color proof for signing is no longer feasible with today's short-term deadlines," Gantner explains. "And approval using PDFs sometimes fails because of the size of the file, as sending it by e-mail can cause difficulties."

When Gantner first saw the new GMG CoZone solution back in fall 2015, he immediately realized that the solution was the answer he was looking for. Following a trial period that started in March 2016, GMG CoZone has been used in the production process since July of that year.

GMG CoZone is a cloud-based platform into which the PDFs are imported and can be accessed by all authorized users from their browser. The Premedia team specifies the particular data sets that partners are allowed to access. Those partners are then automatically sent an e-mail with a link to the file. They can then zoom in on the file and

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mark up any corrections that are needed. There are three different tools available for adding a wide variety of possible changes.

After all of the outstanding corrections have been made, the client is once again sent an e-mail notification. Both versions of the file can be compared side by side within the portal. Once the modifications have been correctly made, the status changes to "Approval Given" and the file is moved to the next production stage (CTP, for example). "For us here in Switzerland, multiple language options are vital," Gantner continues. "This is because e-mails are sent to each partner in the particular language we've assigned for them. As a result, the e-mail will be sent to the agency in Geneva in French, to the client in Ticino in Italian, and to colleagues here in German." After the ad has been forwarded for printing, a record of the whole operation including all the correction stages is retained on the platform so that each stage can be reviewed later on. That said said, advertisements from completed print jobs are deleted by the Premedia team one to two months later in order to minimize the storage space needed in the cloud.

"Ever since we started working with GMG CoZone, our final print approval process – including any last-minute corrections – has become much faster, more reliable, and more efficient. Our customers have quickly overcome their initial skepticism and have become fans of the streamlined way we now cooperate"

**Peter Gantner, Head of Premedia, Swissprinters**

"The big advantage of GMG CoZone is the high speed with which different users can collaborate in real time, irrespective of their location. Because GMG doesn't sell CoZone as an application but provides it on a 'Software as a Service' – or SaaS – basis, our customers are also willing to bear their share of the costs for using the rapid correction and approval facility."

Peter Gantner, Head of Premedia, Swissprinters

As one of the first main users of GMG CoZone, Swissprinters had some requirements that were also new for GMG. "We experienced the benefits from working with a relatively small software vendor that understood and accepted our needs, and found a way to meet them quickly and flexibly," Gantner confirms. In response to a question about the training time needed for his co-workers, Gantner explains that, for anyone who knows their way around Adobe Photoshop, InDesign, and Quark XPress, all that's needed is a single demonstration of the product. He adds that both clients and their agencies had also understood the solution straight after their first customer care session.

As a satisfied Peter Gantner concludes, "Just like us, our clients and their partners wouldn't want to do without GMG CoZone now!"
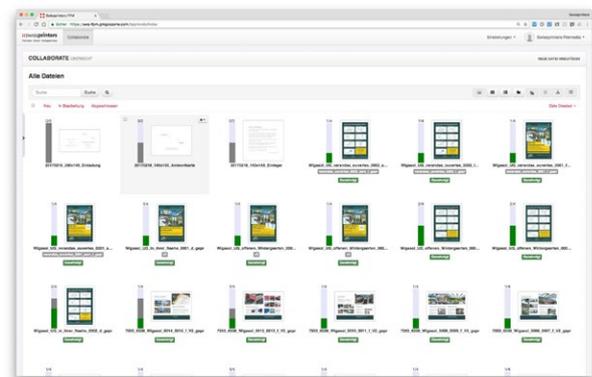
Quick project status overview on a GMG CoZone dashboard