

# Xerox® FreeFlow® Core transforms prepress and reduces turnaround times.

GRAPHICOLOR  
CASE STUDY

Graphicolor Printing, based in New Berlin, Wisconsin, is a medium-sized full service print shop with roots in offset printing. Recognizing the potential for digital production to create new revenue streams, shop owner and president Mike Huebner was an early investor in the technology—and yet it wasn't until recently that the company saw their digital volumes approaching those of traditional offset. Today, digital is over 40% of their business, and growing—fast.



**Mike Huebner**  
President,  
Graphicolor  
  
New Berlin,  
Wisconsin

“Challenges lead to opportunity” according to Jerry Turner, Graphicolor’s ‘Jack of All Trades’, who is responsible for creating the workflows that move orders from the company’s XMPie® uStore® into production.

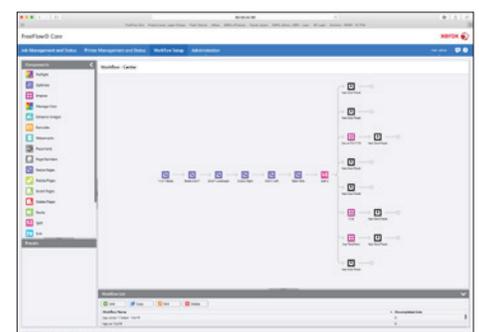
## THE CHALLENGE

One of Graphicolor’s customers is a large non-profit organization that helps to support ad hoc community events nationwide with a template-based set of promotional materials including posters, fliers and table tents (nine items in all). The orders are placed through an XMPie uStore storefront, allowing the customer to enter variable content in one place and have it applied to the entire suite of promotional package elements.

Previously, each order would come through as a single PDF, from which each of the elements would be manually cropped and saved into individual files. The operator—in a separate operation—would manually calculate imposition at the RIP and, finally, route to the appropriate press. With the number of orders approaching 50–100 per day, the prep time required to get the orders print-ready, imposed and routed amounted to several hours a day.

## THE SOLUTION

Graphicolor found a solution with FreeFlow Core, reducing three different time-consuming manual operations into a seamless, automated sequence. The new workflow uses the Split feature, part of FreeFlow Core’s Advanced Automation module, to separate each of the job’s various deliverables into the appropriate page size based on branch conditions. From there, FreeFlow Core automatically imposes and routes to the press.



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## THE RESULTS

The new workflow reduces three different manual operations that once took an operator five to ten minutes per order to a single 27-second step—with Xerox® FreeFlow® Core automating the entire prepress process without the need for additional manual intervention.

According to Jerry Turner, the learning from this single job has completely transformed the way Graphicolor Printing approaches digital prepress. “I was expecting some change—but this has been amazing.”

Graphicolor is now using FreeFlow Core in combination with XMPie® to simplify their online ordering process, and have found that customers once reluctant to use the online process have been enticed by the new streamlined process.

According to Turner, the several hours saved per day has allowed the press operator to focus on higher value tasks—and Graphicolor has plans to integrate FreeFlow Core with their billing system so jobs can get on the press faster.

“You always hear that every challenge should be an opportunity. With FreeFlow Core, that couldn’t be more true. It’s impossible to overstate the difference FreeFlow Core has made in our business.”

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**Jerry Turner**  
‘Jack of All Trades’,  
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To learn more about Xerox® FreeFlow® Core, contact your Xerox representative or visit [www.xerox.com/automate](http://www.xerox.com/automate).