Grafisch Bedrijf Crezée: More output, better quality with Fiery workflow

With 16 employees and a comprehensive production environment, Grafisch Bedrijf Crezée produces anything "from layout to the printed product and signage," says Martin Klop, head of prepress and digital print at Crezée. The 90-year-old Dutch company, with its root in offset printing, stays ahead of the competition by embracing the opportunities of variable print. Klop leads the digital print division of the family-owned business, and he knows exactly why it's a strong addition to Crezée's portfolio. Klop says, "It's fast, flexible, and variable, and we can make sure that its quality is as good as traditional print."

Crezée uses two external EFI™ Fiery® digital front ends (DFEs) to drive its Konica Minolta machines, among which are an AccurioPress C6100 driven by Fiery IC-313 and a BizhubPress C1100 driven by Fiery IC-308 for automated consistency and inline saddle stitching. Both EFI Fiery Impose and the EFI Fiery Navigator give Klop the perfect control over the production processes. Using the printer along with the EFI Fiery DFE and software, Crezée is thus able to produce a complete finished product.

Market demands shorter turnarounds

"For our customers, time to market is becoming a highly competitive issue. They also need to communicate with their own clients on a personalised level," says Klop. "Our offset machines are still an important part of our business, but volume is going down while the number of jobs increases. Because of this, the importance of digital print for our company will continue to grow. The machines are fast, but we also need a fast and efficient server"

For a supplier in the automotive industry, Grafisch Bedrijf Crezée produces personalised brochures with all kinds of variable data. The brochure is personally addressed and includes information about the vehicle offer, trade-in-price, and even a licence plate number, which is automatically placed on the licence plate

Challenge:

"At first, the processing of the files took too much time… This became a problem; we needed the files to be processed faster to optimise our planning and production."

MARTIN KLOP,
HEAD OF PREPRESS AND DIGITAL PRINT
CREZÉE

CREZÉE

CREZÉE

Grafisch Bedrijf Crezée is a 90-year-old Dutch company based on offset printing, and it is currently expanding its digital printing activities. With 16 employees, its core digital print business is based on direct mail and personalised documents. Because customer satisfaction is central to its business, Crezée constantly looks for innovative solutions and ensures its personnel has the latest know-how in the industry.

Grafisch Bedrijf Crezée BV
Energieweg 31
4231 DJ | Meerkerk
The Netherlands

+31 (0) 183 35 82 82
www.crezee.nl

Crezée produces personalised brochures and booklets with their Konica Minolta printers driven by EFI Fiery.

image of the new car. Even the layout is personalised depending on the recipient's gender. Klop adds, "To create a personalised brochure, you need your data to be up to date. Our customer must wait for the right input for the database before they export the data to us. On top of that, the brochures need to be sent on time before the data expires. In other words, production time is short."

Crezée's layout team developed an Adobe InDesign template for every target group with replaceable fields that are automatically filled in with information from the customer's database. All the variable data printing jobs need to be printed in a short amount of time. Klop says, "At first, the processing of the files took too much time. At the end of each day, the files were queueing up, and there was no point in waiting for them to be ready for production on the same day. This became a problem; we needed the files to be processed faster to optimise our planning and production."

Solution:

"The speed of file processing has increased immensely. Moreover, even before the last file is processed, the machine starts printing, which means production hardly has to wait for file processing."

MARTIN KLOP,
HEAD OF PREPRESS AND DIGITAL PRINT
CREZÉE

Crezée's offset printing production.

EFI Fiery software optimises printing production

Crezée invested in an EFI Fiery DFE and Fiery workflow solutions to optimise process time and file handling. "I can't give you exact numbers because it was too much trouble to measure process time in the past, but the difference is incredible," says Klop. "The speed of file processing has increased immensely. Moreover, even before the last file is processed, the machine starts printing, which means production hardly has to wait for file processing."

Apart from the advantage of faster process time, Klop also has more efficiency in file handling. "At a glance, I can see all files in the queue and which files are already produced. I can monitor the number of jobs and the number of impressions for any given period. The Fiery Navigator dashboard gives me full insight into production, which is reported in graphs and figures. I can analyse and compare the productivity of my machines, and I can see how much paper I have used."

All data in the Konica Minolta printers, including colour management data, is synchronised in real time with the Fiery workflow. Klop continues, "When I change paper in my machines, the information is immediately visible on my Fiery DFE screen. In the same working environment, I can do nearly everything that I need to produce complete products. Imposing a job with Fiery Impose is a breeze. In only a few clicks, I can compile a new form with bleed, registration, crop, and colour marks. And it's extremely easy to save the form as a template so I can use it again for a similar job."

Result:

"We can offer more comprehensive personalisation."

MARTIN KLOP,
HEAD OF PREPRESS AND DIGITAL PRINT
CREZÉE

New opportunities open up for Crezée

The implementation of the Fiery workflow opens up new possibilities for Crezée's print activities. "For lower volumes, it becomes increasingly more interesting to produce them on our digital machines," says Klop. "We can now produce printed products faster than ever, and the quality is comparable to high-quality offset. The digital production of a print run of 500 is finished even before the offset plates for the same job are processed."

Crezée is looking for new ways to extend its digital print activities. "Since we have no problem processing and handling files anymore, we can offer more comprehensive personalisation."

Watch Klop talk more about the benefits of EFI Fiery solutions for his business in this video:
news.efi.com/fiery_crezee

EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 0808 101 3484 (UK only) or +44 (0)1246 298000 (UK), or +61 (0) 7 3625 9200 (ANZ and Asia Pacific) for more information.

efi