

JDF in the graphic arts industry - quo vadis?

Printshop Workflows in the age of „One Way-Media“

Michael Mittelhaus

Prepress Consultant / www.mittelhaus.com



Background

- ★ CIP4 member since 2003; JDF install 2002
- ★ Consultant, publisher, observer
- ★ Discussion with developers, integrators, with MIS, Prepress, Press, Postpress
- ★ Coverage: Mittelhaus-Newsbox
- ★ Future of JDF/CIP4 ?



11 years of JDF

- ★ Congratulations !!!!!
- ★ Adobe, Agfa, Heidelberg, manroland
- together ever before?
- ★ „Hiflex? Who´s Hiflex ?“
Standard with MIS and Prepress
- ★ Kommunikation with all vendors
and all departments - at any time!



CIP 4

- ★ Members: 4 => 40 => 300; now down to 267
- ★ Painstaking efforts + utmost care + comprehensive
- ★ Definition of all products and all ways of production
- ★ Elementary definitions
- ★ Preflight, folding, turning sheets cutting coordinates, stack height...



Comprehensive standard

- ★ Interface used worldwide
- ★ Interops, trade Shows, integration matrix
CIPPI Awards
- ★ Communications- and Interfacestandard
- ★ Standard (MIS, Prepress, Press, + Postpress)
as well as digital printing/techn. workflow

JDF: Technical vs. Integration

- ★ Technical communication print product.
- ★ Device communication: Prepress-Press
Postpress
- ★ Software communication: Workflow-->Rip
Digital press frontend <---> workflow
- ★ Internal workflow of print shops



CIP4 succeeded in:

- ★ How we look at print workflow - not limited to a department
- ★ No more islands of automation
- ★ Interfaces for MIS, Prepress, Press+Postpress
- ★ Foundation for a complete digital information workflow

CIP4 succeeded in:

- ★ Job automation
- ★ From order entry to proofing cycle
- ★ Proof o.k? Start plate production
- ★ Feedback at any time, real time
- ★ Transparency - even throughout shifts
- ★ Information flow - no human resources

(R)Evolution ?

- ★ New definition of print
- even in postpress!
- ★ Central production planning -
Just in time - realtime
- ★ JDF/CIP4: Kick-Off and tools for
the change of print from craft to industry
- ★ Change like letterpress to offset printing!

CIP4 results

- ★ Print on demand - Production on demand!
- ★ Reply of offset to POD, W2P and tablets
- ★ CIP4- Enabling !
- ★ Realisation? At the press shop!
- ★ Realisation? Joint with all vendors!



Profitability

- ★ More jobs, less people
- ★ E.G: Imposition no longer twice
- ★ Palette sheet, work sheet etc. automatically
Flow of material and labor optimized
- ★ Real time planning, live status !



Profitability

- ★ Less effort for shop floor data coll.
- ★ Optimized SFDC, Real Time data
- ★ Better level of utilization of machines
- ★ Production gets really transparent
- ★ ROI 1-2 years - unmatched!



Figures - no glorious chapter

- ★ 2009: Germany 120-150 , 600 worldwide
- ★ 2011: Real growth, 5% to 100% !
- ★ Very different levels of integration
- ★ Some data from MIS til complete job, simple automation up to complex
Some feedbacks up to complete integration

Critiquing JDF

- ★ A) CIP4 inherent problems
- ★ B) **Basic problem** -
Change most of the internal organisation of the print shop
- ★ Drastic change of workflow -
- but every days work continues!
- ★ Design of Processes , change communications, define workflows

Problems

- ★ Heterogenous industry
- ★ Investment cycles
- ★ Organisation changes in difficult times
- ★ Short of human ressources
High pressure for profit
MIS/ERP not intensively used



Tops und Flops

- ★ Founding member Adobe ?
- ★ Popular PDF plus JDF?
- ★ Reactivate ?
- ★ CIP4 - too much developer driven,
not enough market driven
- ★ Members ? We lost some!

Flops

- ★ Job changes may be difficult
- ★ Gang sheet, languages,
- ★ Flexo/Packaging Spec - Implementation?
- ★ Too many private tags
- ★ Too many „JDF-dialects“ - ICS more strict.
- ★ Much feedback, complex JMF
simplify it!

Problem: JDF specification

- ★ Pompous definitions - why not just XML?
- ★ E.g. Preflight - Proposals denied!
- ★ Still no interface preflight-printshop
- ★ PDF/X-4-Def lacks printing conditions
- ★ Logistics ? XML instead of JDF



Megaflop

- ★ Plug´n Play ????????
- ★ Lightyears away, lightyears !
- ★ Too complex, ICS ain´t really better
- ★ Capabilities too complex again
- ★ Read the documentation ?
stopped in 2008



Megaflop

- ★ Newspaper: Why JDF ?
- ★ Much too complex/prevents application
- ★ Bidirectional interfaces, even not „Prime“, plain XML! (Ifra 2011!)
- ★ Kommunikation one by one -
Why JDF? Just deadwood!
- ★ But newspapers are important



JDF standard ?

- ★ Newspaper? - No! Heatset ?
- ★ Bookbinding? Who cares?
- ★ Packaging, Flexo, screen printing, etc.
Take care of implementation (CAD)
- ★ Open: Publisher, advertisers-->Print ?
W2P rare. Change since 2005 ?!

Flops - MIS and the rest

- ★ MIS doesn't understand Prepress
- ★ Not enough cooperation
- ★ Prepress: Too many private tags
- ★ „Heavy metal“: Commitment ?



Back to start ?!

- ★ JDF: Was it a fault ?
- ★ Basic problem: Try to define the world?
- ★ Start with four of the most common products and their production?
- ★ Everyone is smart - afterwards!
Singular project!



Can you reform JDF ?

- ★ Sceptic - cause of the construction, specification, ICS and development
- ★ Look at different ideas, interfaces (Newspaper sample)
- ★ Look at important projects
- ★ Look at Stämpfli/VS/Konradin -
Develop in close relationship to practice

JDF inherent problems

- ★ Much too complex, the basic idea as well the development and the specification
- ★ Implementation: Labour intensive, too extensive, too expensive
- ★ JDF is a sheetfed standard, not less than that, but also not more...



What should happen?

- ★ Raise user figures; continue and intensify current work
- ★ Put up integration levels
- ★ Intensify MIS utilization
- ★ JDF must happen outside sheetfed
- ★ Carry JDF outside print industry

CIP 4 Organization

- ★ CIP4 - Implementation and marketing is left to members, should be a CIP4 task
- ★ Change from developers association to: „Promotion for integrated workflows Society“ (PROWS)
- ★ In close contact with print shops
- ★ Initiate pilot projects / PR budget



Work the market

- ★ Task Force: Extension of application
Care of problem-installations
- ★ More CIP4 Marketing and PR as well !!!!!
- ★ Lokalised Marketing; US vs. Europa
- ★ Translate CIPPI case studies
- ★ Trade press: Educational articles
- ★ Industry: Need of education



Proposals

- ★ Simplify implementation trainings
- ★ Simplify ICS - without spec-reference
- ★ Include CO₂-Footprint (devices)
- ★ CIP4 discussion on simplification
- right direction?
- ★ Simplification - not another extension

Changes

- ★ Rejuvenate, slim down, simplify!
- ★ Readable specification, application notes!
- ★ Must-have: Technical plug'n play
- ★ Extension of application areas
- ★ Change JDF to a **true** graphic arts standard!

New: complete integration

- ★ Prinect Business Manager/W2P-Integration
- ★ Complete Integration of MIS, of PPS, of customers(?) into print workflow
- ★ Future of print shop workflow ?
- ★ Vision and promise
- ★ Captivating realization
- ★ www.mittelhaus.com/publikationen

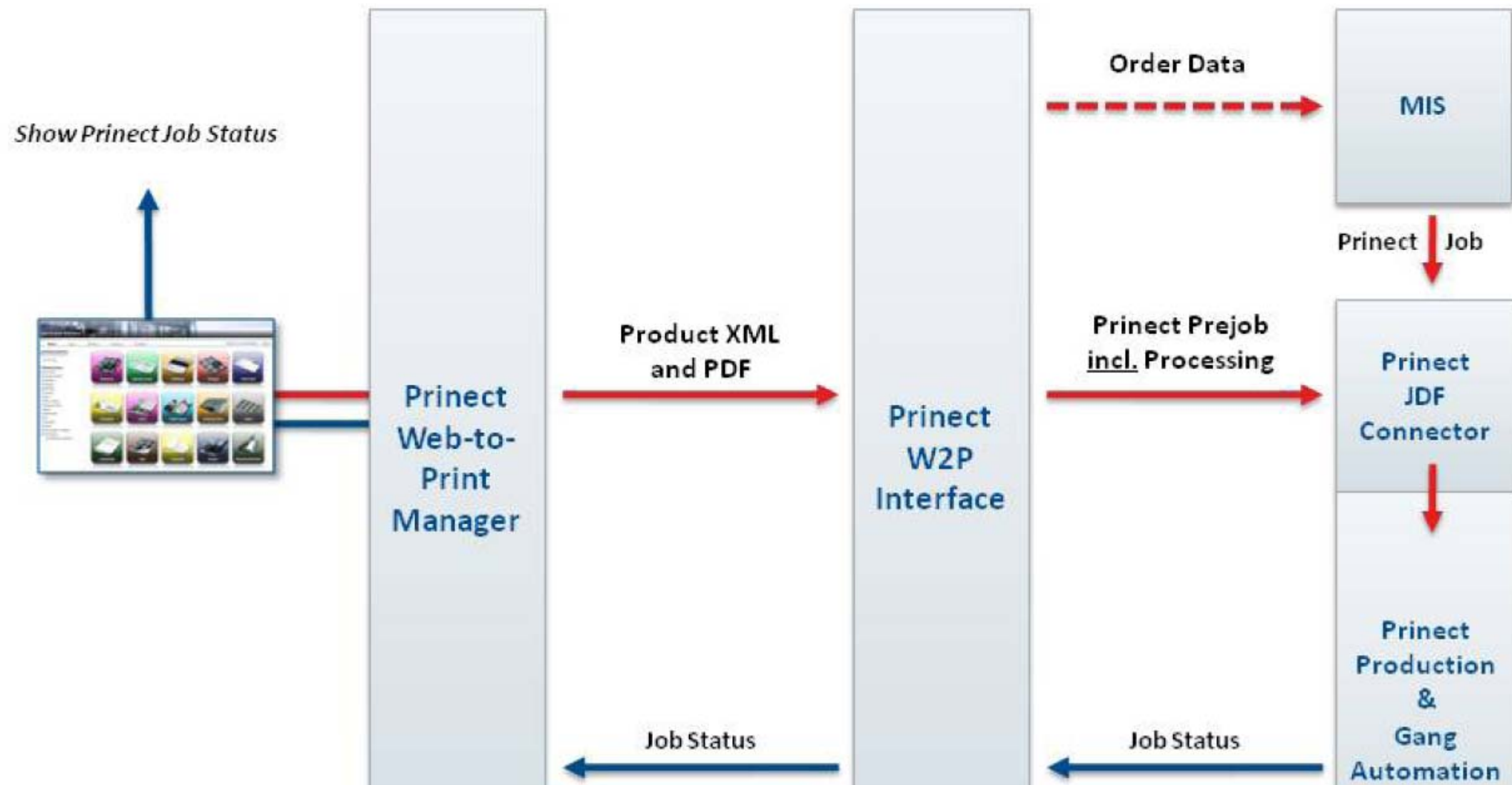


Web-To-Print

Prinect Web-to-Print

HEIDELBERG

Prinect Web-to-Print Integration – First Step



Summary

- ★ Simplification + more implementation are fundamental for JDF+CIP4 to live on!
- ★ Take industry demands serious
- ★ It's a chance at the end of an area
- ★ Extend CIP4 application areas
- ★ Be even more global (BRIC countries)