

# JDF in the graphic arts industry - quo vadis?

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

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# 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

# Critizising 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!)

Communication one by one -  
Why JDF? Just deadwood!

But newspapers are important



# JDF standard ?

Newspaper? - No! Heatset ?

Bookbindery? 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 !!!!!

Lokalisiert 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 CO<sub>2</sub>-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](http://www.mittelhaus.com/publikationen)

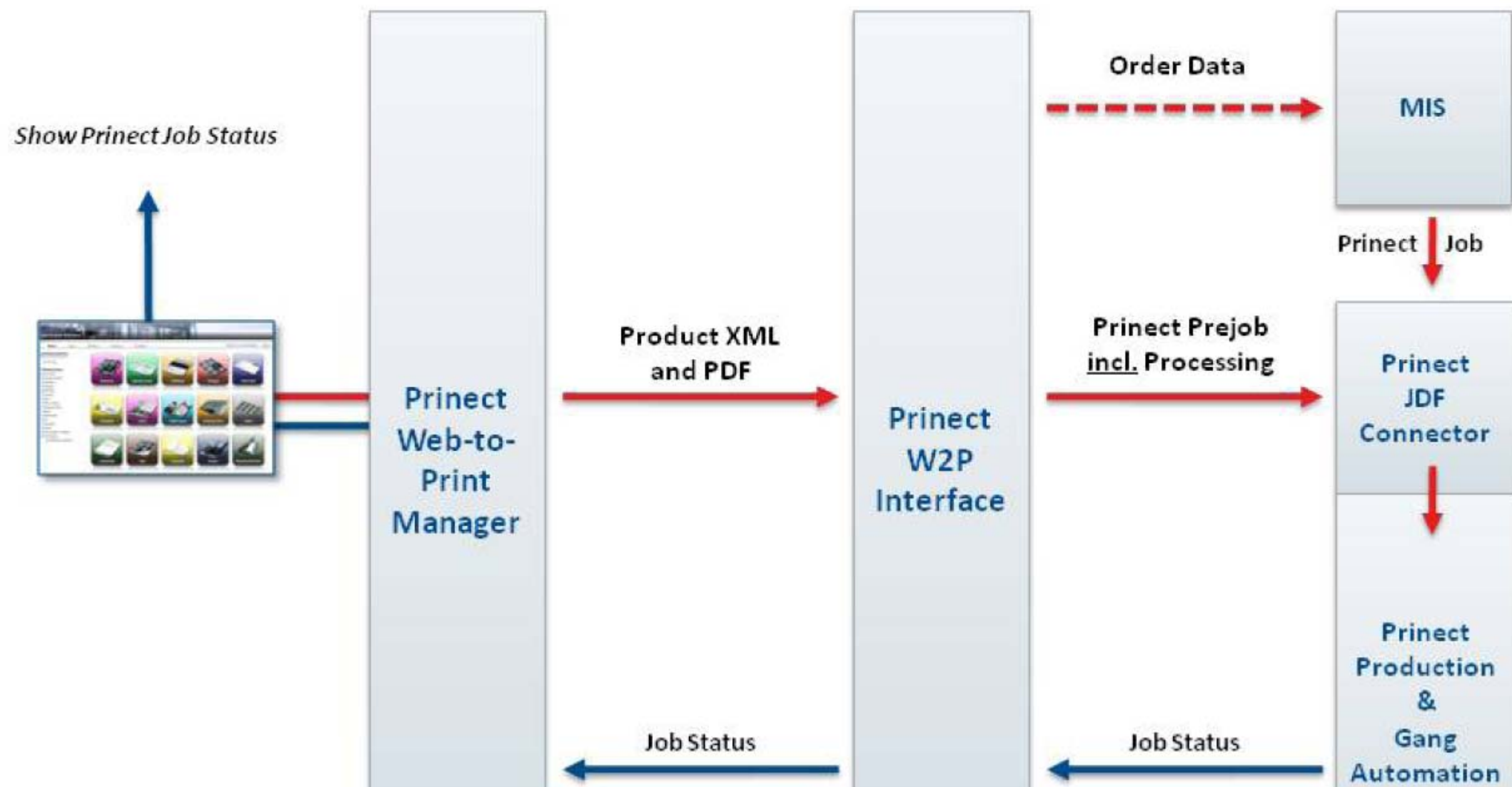


# Web-To-Print

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)