Neo/Eastern Press
Prinect workflow

A print company's workflow is the beating heart of its' manufacturing process that has enormous ramifications on output - both in speed and quality.

Neo/Eastern Press is a commercial print media company based in Melbourne, Victoria, Australia with nearly 100 years of history in the industry and provides high-quality print services with UV offset capabilities, B2 digital printing presses, and in house embellishments utilizing a fully integrated workflow process with Prinect Production Manager.

"In aligning ourselves with a workflow software, there were a few key areas we wanted tick off our list. One was a system that had the ability to handle offset and digital workflow, had a standing integration with our MIS system, and was a long-term partner that we could trust and collaborate with. Whilst there were other great systems in the marketplace, all with solutions to the first two points - the final point was more difficult.

> **❝ A print company's workflow is the beating heart of its' manufacturing process that has enormous ramifications on output - both in speed and quality. ❞**

When it came to aligning ourselves with a business, we felt that Heidelberg was the natural fit. My family's relationship with Heidelberg would be getting close to a hundred years.

The choice of Prinect was simply a natural evolution of this long-standing relationship and we knew in Heidelberg that it was a company that would help us grow and share the same industry-leading mentality that we as a company strive to have. Having Dierk Wissmann and Helder Silva as our Heidelberg contacts who are leaders in their own right made the decision that much easier. Printshops nowadays are facing increasing challenges of shorter run lengths, faster turnaround times, increasing costs, a competition for talent and declining print prices. Therefore, it's important more than ever that print shops are optimizing every aspect of their production to stay competitive and profitable."

Clinton Daley – General Manager of NEO

HEIDELBERG

Prinect - A decisive step ahead of the competition

Whether your company is small or large, whether you are a commercial or packaging printer: Prinect reduces all touchpoints, in other words the process steps and manual interventions involved in order acceptance, data transfer, or postprocessing is kept to a minimum. You always have an overview – of the workflows, the utilization, and the economic efficiency of your print shop – and can react directly.

The solution for the Smart Print Shop

Prinect Production transforms your print shop's workflows. Manually controlled operations involving a wide range of touchpoints are replaced by intelligent networking and automated processes. Touchpoints are reduced and flexibility increased.

With Prinect Production, you're closer to your customers and integrate them directly into the workflow. Data entered online controls processes throughout production and quality management. Digital approvals speed up production times and increase productivity. Moreover, as efficiency increases, so too does the satisfaction and loyalty of your customers.

Reduce waste and storage through standardized quotations, perfectly coordinated consumables, and defined processes. You can use your time, machines, and materials more efficiently, while simultaneously optimizing consistency and repeatability.

Pave the way for Push to Stop by using intelligent machines that organize and work through the production process independently. With Prinect Production, most operations can be carried out based on navigated or autonomous control.

Prinect Production also makes it possible to unlock the full potential of your print shop. Integrated business intelligence functions can be used to produce reports for corporate management and production that are intuitive to understand.

Accurate data and sound analyses reveal error sources before damage occurs. Real-time data capture and evaluation ensure you are always up to date on current processes.

Heidelberg's solution lies in intelligent systems which control the harmonious interaction of **six key factors:**

1. **Integrate Customers**
   Web portals simplify communication and auto-mate workflows. The result: more efficiency, more customer service, more turnover.
2. **Reduce touchpoints**
   Fewer touchpoints and more automation unleash unrealized potential. Throughput increases.
3. **Increase productivity and operating time**
   Efficient planning and automatic data availability increase the operating time and productivity. Profits increase.
4. **Reduce paper waste and warehousing**
   Optimal materials ensure reproducible production. The paper waste decreases.
5. **Optimize consistency and reproducibility**
   Standardization provides certainty and consistency. Production is more predictable.
6. **Business Intelligence**
   Business Intelligence delivers sound information. For decision-making based on real facts.

Digitization offers the printing industry a great many opportunities. But anyone looking to harness these opportunities needs to actively shape this process of change.

Prinect Production reorganizes the production workflow, ensuring the basis for increased cost-effectiveness, consistently high performance, and outstanding quality. Many processes are completely automated, thus providing a smart boost to the success of your print shop.

Heidelberg's Prinect workflow allows our customers to stay ahead and benefit from a digitized world.

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