

From click to print

AS the digital printing industry continues to evolve, prepress and workflow tools are pivotal in driving efficiency and enhancing print quality. HEIDELBERG is at the forefront of this transformation, with its Prinect workflow system playing a critical role in optimising digital print production.

Prinect business driver Gary Levy highlights the company's role as a comprehensive solutions provider, offering seamless integration of cutting-edge technologies tailored to customer needs. 'We deliver the full spectrum of printing solutions – from toner to inkjet and offset to flexographic printing – all unified through our Prinect workflow software,' he explains. Prinect has driven advancements that significantly improve the efficiency and quality of digital printing.

'Automation of job handling, colour management and inkjet technology are the most notable developments in recent years,' he reveals. These innovations allow print service providers (PSPs) to streamline operations, reduce human error and enhance consistency across jobs.

A major driver of improved efficiency is advanced data handling technology. 'Simplified customer interaction, automated file processing and AI-powered scheduling are revolutionising workflows,' says Gary. In 2025, HEIDELBERG will launch Prinect Touch Free, enabling complete control of a print shop's production process. This innovative software continuously monitors all print jobs, determining the optimal production sequence and machine assignment based on cost and delivery deadlines. By intelligently deciding whether to use a digital or offset press, Prinect minimises manual intervention, allowing PSPs to achieve faster turnaround times, streamlined operations and precision in every job.

Colour management has also seen tremendous advancements, particularly with the use of inline spectrophotometers. 'These systems have greatly improved colour consistency,' he notes. 'They provide real-time feedback to the system, enabling on-the-fly adjustments that ensure output aligns with the desired



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colours, especially when combining digital and offset printing technologies.' These developments are crucial for maintaining high-quality standards, particularly as PSPs deal with a variety of print technologies and substrates.

Proofing, once a crucial step in the print process, has been redefined in the digital era. 'With digital printing, the first sheet is sellable,' Gary emphasises. 'Proofing is now more about layout and content, with digital prints serving as the proof for colour accuracy.' This shift eliminates the need for traditional proofing, speeding up the production process and ensuring that customers receive exactly what they expect from the outset.

Raster Image Processing (RIP) technology continues to evolve, with newer systems boosting productivity. According to Gary, the latest RIPs have improved variable data handling and reduced processing times, enabling faster production cycles and greater precision. These advancements enhance print quality and contribute to greater overall productivity in digital print workflows.

