

# The power of Prinect

**MODERN prepress and workflow systems have evolved dramatically in recent times to incorporate new types of inputs, outputs and workflow automation tools. Gary Levy, HEIDELBERG Southern Africa's business driver for Prinect, emphasises the significance of covering both sheetfed and roll labels, particularly in the digital space.**

According to Gary, HEIDELBERG's Prinect workflow software stands out as an all-encompassing solution because it offers production managers a complete suite of software to control the entire production process.

'The simplicity of file input, facilitated through portals or emails, coupled with integrated pre-flighting and management tools sets Prinect apart. The system's online proofing capabilities, seamless imposition with Signa Station and powerful analytics through "Analyse Point and Insights" elevate its efficiency, serving as a one-stop shop for all production needs,' he explains. 'Prinect's Signa Station is geared for flat sheets, labels and packaging. If you're looking for an imposition programme for commercial flat sheet and a programme for packaging, Signa Station offers a one-stop imposition shop.'

## Bridging the gap with automation

A pivotal aspect of Prinect is its integration with various digital presses, allowing for direct printing from a centralised cockpit. The emphasis is on efficiency and automation, with an 80/20 rule – automating repetitive tasks while allocating the necessary attention to the remaining 20%.

Gary sheds light on the industry's shift toward autonomous printing, highlighting the move from a module licence-based model to a subscription, challenging the conventional capital investment approach.

'We use data collection points to get third-party information back into our system to help customers

with the progress of the job and to start looking at inefficiencies within the factory or shop,' he enthuses. With Analyse Point and cloud-based software, which generates reports on progress, makeready times, colour and waste, customers can obtain a holistic view of the whole factory or shop. This provides production managers with a handy tool to analyse their production for the day, week or month ahead.'

Gary also emphasises Prinect's role in merging MIS and production processes seamlessly. The platform's adaptability to production requirements ensures a swift, flexible and transparent production process, offering detailed cost analysis. 'These tools not only create optimal structural product designs, but also automate the process, saving time and resources. The integration of colour management software ensures consistency from proof to press, contributing to reduced makeready times,' he comments.

Gary adds that HEIDELBERG recognises the evolving landscape of software support, offering Prinect as a Software as a Service (SaaS) model. This approach allows businesses to access cutting-edge technology without major capital costs, aligning with the vision of an integrated and automated workflow from implementation onward. The release of HEIDELBERG's latest screening technology, MultiDot 2.0 provides Prinect customers with the potential for higher quality packaging and commercial print jobs, and according to Gary, an ink saving of up to 35%.

Prinect's intelligent automation feature empowers print shops to effortlessly craft a personalised automated workflow within minutes, intricately linked to specific products or customers. 'This allows customers to establish workflows automating file processing, color conversion to designated queues (CMYK, pantone or black and white), automatic notifications for customer approvals, proofs, plates and press presets are efficiently managed through this automated system,' Gary remarks.

# GSW optimises workflow through Hybrid Software

**HYBRID Software's international sales manager, Jacques Staelens, shed light on the strategic partnership with Graphix Supply World (GSW) for advanced workflow software, aiming to connect and enhance communication between print service providers' (PSPs) presses and finishing equipment.**

Jacques highlighted the significant role of technology in transforming the packaging print landscape and discussed the challenges faced by companies in managing their workflows efficiently.

Reflecting on the partnership with GSW, Jacques stated: 'We needed a partner who understands software and printing solutions. With the knowledgeable Shane Williams in GSW's team, it's a good combination that blends software and IT expertise with printing solutions.'

He also touched on current market dynamics

and challenges. 'GSW is receiving more and more sizeable requests for packaging and label printing solutions and Hybrid Software has the perfect complementary offering that helps minimise waste.'

Jacques added that this trend demands standardisation and automation across printing technologies and various machinery providers via workflow automation and standardisation.

He explained that if the software provider can guarantee that something can be done digitally instantaneously and cultivate trust, PSPs can start trusting in the reliability of the workflow system because it works very well from one geographical location to another, especially in terms of asset management and proofing standards.

Hybrid Software anticipates a growing demand for colour management and extended colour gamut (ECG) printing.

