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Laid Back Way to Hi-Res Images

One could state that Swedish pre-press company Done belongs to the 'wellbeing' business. In a most fine-tuned way they comfort their customers in the way to use massive volumes of high quality images.

By Anette Schulin-Zeuthen

We all do it. Most of us secretly while pretending we are working hard at the computer. We check out possible destinations for our next vacation and let us get carried away into the travel agencies' web-sites. One of the best places to be seduced is Fritidsresor's homepage, where you may choose between more than 150 destinations, each illustrated by several pictures of utmost high quality. Such a web-site absorbs a chunk of about 5,000 images annually. To help update the web-site's images, Fritidsresor have chosen Swedish pre-press Done and Northmann's technology.

Fritidsresor and Done

Done is a Swedish pre-press company who has existed more than 25 years, though one of the most modern pre-press companies. The company has had a triple A credit rating for years which underlines it is a very stable and financially sound company. To help them manage, process and distribute around 450,000 images Done uses Northmann's system. Done have a loyal customer base which they have worked with for many years, and they know their needs. One of the customers is Fritidsresor who on an annually basis drop 10,000 new images into the database. Hans Lundbergh



Images for catalogues can easily be downloaded via the WEB

who is technically responsible for Done explains: »We find out what they need, we discuss with them if they want it this way or that way. We work very closely together with their Pictures Editor and their photographers that go out to take the pictures. Fritidsresor have their own in-house designers. They talk with our people of how to handle pictures with feeling, and we only do the retouching. But we know them so well we know what they want!«

Once authorised and stored..

Fritidsresor have a crew of photographers who visit the holiday destinations and shoot the pictures for the marketing material. When the photographers come back from their journey, they normally have thousands of pictures for use. People at Fritidsresor will take the raw images and apply a naming convention to each. After that all the raw images are sent on CD's to Done. Hans Lundbergh says: »Having so many pictures, we have to do it in an organized way. When we get the pictures we use a title system for the naming that follows Fritidsresors internal system. Like for instance country code, destination code, resort code etc. You can search by simply typing the separate code – even if there is no picture. From the Northmann system we also have the category structure.« Before Done upload the images to their own database their retouchers go through all



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Hans Lundberg, Production Manager

the pictures. »We look if it is too dark, too light, if it looks the way it should look. We check 10-15 pictures per hour. We guarantee that each picture that goes into the database is of good quality, sharpening, colour correction etc. all done by us« adds Lundberg.

...easy Self-service for catalogue

Now the catalogue is ready to be made. An example: Fritidsresor's marketing staff goes on the WEB, searches and adds, for instance 3 images and puts them in a basket called »KENYA«. They put a mark on each picture; this one should be the biggest, these two should be smaller. If required they add further instructions for the catalogue. Everything is made on the WEB. Now the company who work out the printed catalogue for Fritidsresor go to the WEB and look for a basket called KENYA at Done's web-hotel. They download the FPO's and place them in the document they are designing. They resize and crop etc. in Quark. When the document is ready with the images, they upload it back for Done to do the following print job. Done uses Northmann to apply the right ICC profile and the right paper and produces PDF documents for WEB and press. Lundberg explains: We generate PDF files for WEB proof, meaning the image resolution and fileformats are targeted for use at the WEB for proofing; Fritidsresor have calibrated their monitors so they can look at the pdf and simulate the print – and see this is great." Once approved by Fritidsresor, Done generates new PDF files with highres images targeted for final press. All in all a highly smooth and effective workflow for all parts involved in the production.

4,000 pages of catalogue print

Done produces the PDF files for the catalogue for Fritidsresor two times a year in four different languages, ie. Finland, Norway, Denmark and Sweden. The catalogue is about 500 pages, but the images are not identical, so it is actually 2,000 different pages two times a year Done are producing for Fritidsresor.

WEB catalogue

A likewise comfortable workflow goes for updating the WEB. Fritidsresor's Picture Editors fetches the images from the web by using

the naming-system for search and retrieval. »It saves a lot of programming for them« explains Lundberg and goes on: »We take the pdfs for the print and size and crop the images. We make them so small, that they really work on the web. We use programmes for that. So we put together for instance Grand Canaria in one PDF document and because it's optimized for the WEB it is quick and easy to view and download. We do that for all the countries.«

Easy access

Because of the web interface the user of the images can sit anywhere. This is a great advantage for Done. Some of Done's customers produce for instance ads by themselves. They download the images from the database with the right profile for the target media and then they produce it.

Unique rendering function

Done finds that Northmann's system is best suited for their needs: »We are using Northmann because of the rendering possibility. That is quite unique. That is the main reason. Because we have the Northmann software it is also possible for us to have only one database. Otherwise we should have one in Finland, one in Norway etc.« explains Lundberg and adds: »A big benefit is also that we can change print form. In the older days we printed in gravure and changed to web offset. Because of the workflow with the RGB files we only changed the target media to a new ICC profile. It saves a lot of money and time on that.«

Halleluja!

Although Done would like to adjust some technical issues they are very happy with the Northmann system. Lundberg expresses it this way: »First of all; Our customers are very happy! Because the web it is so much faster. Our customers simply say: Halleluja! We have got a lot of feedback, and they are so happy. Because of the speed, because of the performance, and because of the much more structured way it works.«

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