



Everything in Flow - Automated Workflows Generate Labels from the Akeneo PIM



Remmers broad reach encompasses 15 independent subsidiaries and sales agencies in over 30 countries, with approximately 1,500 employees, and greater than 320 million euros in sales.

Founded in 1949, Remmers is an independent and family-owned company specializes in the manufacturing of construction chemicals, wood coatings and industrial paints. With subsidiaries throughout Europe, Remmers boasts many decades of expertise in the industry, working with approximately 1,500 highly qualified specialists and more than 400 problem-solving product systems.

In the Remmers research and development departments alone, more than 80 experts work on innovative, environmentally friendly and resource-saving product systems for the protection and preservation of components and buildings.

Opportunity

Recipe changes and labeling obligations are just a few of the reasons requiring the continuous updating of Remmers labels. This was especially cumbersome as information is displayed on labels in 11 languages. The previous production process in QuarkXPress could no longer map the requirements, resulting in an extremely time-consuming and error-prone creation process, with each new variation causing changes to be made.

Solution

To best map Remmers' requirements, Laudert developed and implemented a complex, overarching process and workflow scenarios between the Akeneo PIM and the priint:suite. One of the initial steps of the process involved switching to Adobe® InDesign® for graphic creation. Next, the label construction and output as a PDF was workflow-triggered via priint:comet, a plug-in for InDesign. The Akeneo PIM continued to serve as the data source.

Advantages

- ✓ **Stringent workflows**
Complete workflows are started, controlled and written back centrally via the Akeneo PIM.
- ✓ **A high level of automation**
Adjustments are made automatically depending on the container size, font size, symbols, page changes and other parameters.
- ✓ **Production reliability & error minimization**
Implementation allows for the elimination of manual work and inclusion of accurate data.
- ✓ **Fast reaction to market changes**
New product recipes can be quickly introduced to the market and new distribution channels can be established.
- ✓ **Positive internal acceptance by employees**
Automation allows for more time and freedom for the creative department.

Remmers Labels: As Innovative as Their Products

The Remmers creative department creates 12,000 printed data labels for roughly 1,000 different products through the intelligent workflows of fully and partially automated methods that is both highly creative and legally compliant.

Remmers data labels include a massive amount of information in 11 different languages including: product information, hazard warnings, color tones, background images, icons, automatically generated QR codes, subsidiary information and more. In order to modify or create a new label, the design team had to use a drag and drop method for content. This content was then manually transferred into QuarkXPress documents and then modified. Images and icons were also placed manually using this method. The process required a document to be created in QuarkXPress for each container size as well as a layer for each individual product color, creating a time-consuming and error-prone process. The amount of manual labor input led to errors and numerous approval loops in the labor-intensive creation process.

In contrast to the cumbersome label creation and editing, Remmers technical leaflets were made with ease. The content of the technical leaflets were already being completed entirely in the Akeneo PIM, for them to be consistently more up-to-date with information.

How workflow automation triggers label production today

The special feature of today's label creation lies in the control and mapping of complex process structures and workflows via the Akeneo PIM. The numerous, defined workflows start with the initiation of a new label from the PIM and trigger the actual creation in the priint:suite in an automated manner. By utilizing the priint:suite, documents are automated and the built-up InDesign document is generated and stored as a PDF. The Akeneo PIM accesses these PDFs and the correction process is executed via the stored workflows. The complex workflows run stringently, with numerous required approval stages to ensure accuracy. Additionally, further workflow steps automatically trigger the creation of variants.

High degree of automation

Label positioning, font size (in relation to container dimensions), page changes, text circulation, image placement and various foreign languages are just some of the topics that are controlled automatically via the templates in the priint:suite. However, not all of Remmers products are suitable for fully automated creation, in particular, smaller margins and special products. Nevertheless, the automation options of the priint:suite can also be used in these use cases. Remmers simply maps all necessary requirements - depending on the degree to which manual changes or intervention options are still desired, and generation is controlled either in a partially or fully automatic approach.

Creativity and automation - what the changeover means for employees

The high level of automation means that it is now possible to ensure that highly sensitive content is placed perfectly on the labels eliminating manual errors and ultimately reducing the workload for employees. The changeover to automation opened up new design possibilities for the Remmers team members from the research, development & creation departments. The changeover generated enthusiasm and active participation in the project throughout the Remmers team.

What's next? Looking to the future

By implementing the new processes, Remmers can now respond even faster to customer requirements in the future, improve existing distribution channels and quickly open up new sales channels. With the use of the priint:planner, (another tool of the priint:suite), Remmers is able to manage and monitor all publications and make the publishing process secure and scalable. By using these collaborative functions, those involved in the production process will be directly integrated in the future of the production process.



Laudert.
Home of Media

Enterprise Solution Partner

Laudert GmbH // Home of Media

With more than 600 employees in ten locations, Laudert is one of the leading service providers for IT and communication services in Europe. With many years of expertise in creation, photography, media IT, media production and digital printing, Laudert offers a universal in-depth portfolio experience, including product photography, image data optimization and management, analyses and optimization of the process chain and implementation of complex IT system solutions for product information management (PIM), digital asset management (DAM) as well as Web2Print services and dynamic publishing.

Companies that structure product data in PIM or CMS systems trust Laudert for an efficient solution for processing their print data automatically. Without the intelligent use of media IT efficient print media productions are unthinkable. However, every company has its own complex system of existing infrastructures, processes and future strategic goals. When collaborating with a company, Laudert carefully analyzes the current situa-

tion and optimizes it with foresight. In many cases, it requires only a few minor process changes and automations to exploit its vast potential, reduce production time and costs, and substantially improve production reliability.

In July of 2014, Laudert was the first company to be awarded the highest level of certification by WERK II as an "Enterprise Solution Partner". Additionally, in 2016 and 2018, Laudert was also awarded the WERK II "Partner of the Year" award.

Laudert is an expert in linking the WERK II priint:comet via web services, developing C scripts, linking and automating InDesign servers, and linking the hybris Print Cockpit and various PIM/DAM systems including their own, LaudertMediaPort®.



"With power! With passion! With Remmers! Attributes that are also lived by WERK II / priint Group and Laudert. The time when the sword of Damocles hung over Remmers prepress is over -as is the time of copy & paste, which led to faulty label production. Thanks to automation, our label production is really fun today."

André Bias, Prepress/Print Shop Manager at Remmers

Key Facts

- Certified Enterprise Solution Partner
- Region: Worldwide
- <https://www.priint.com/en/partnerprofile/laudert-home-of-media.html>

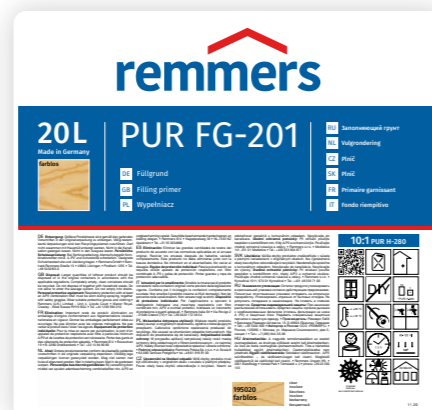


SCAN ME FOR
MORE INFO



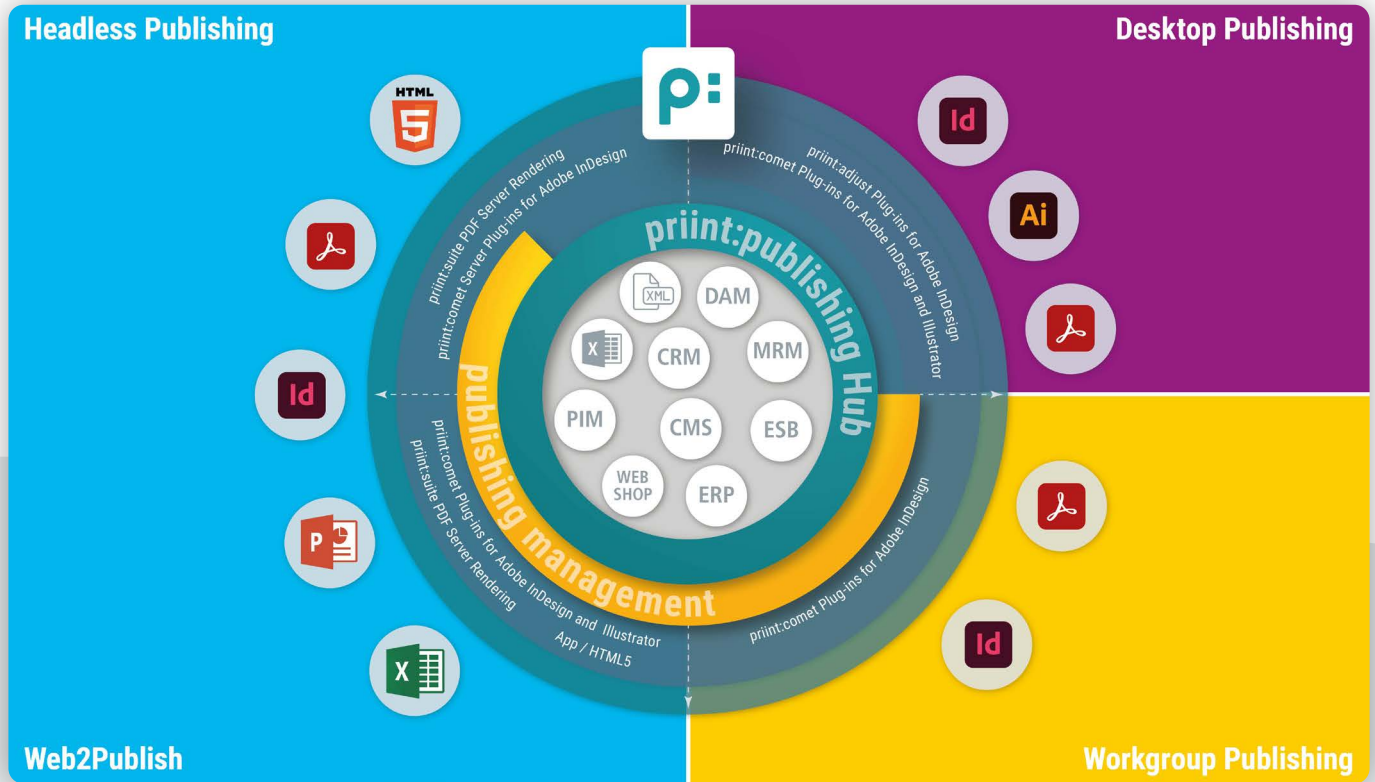
- 1 Product approval in **Akeneo**
- 2 Generation of the basic version in the **priint:suite**
- 3 Returning the basic version to **Akeneo** - begin the correction/release process
- 4 Creation of color/binding combinations in the **priint:suite**
- 5 Return of the color/binding combinations to **Akeneo** - Start of the correction/release process

Label workflow at Remmers



Labels





priint:suite

The Solution for All Marketing Publication Challenges



Now more than ever, print and other digital publications are vital to staying connected with customers, colleagues, prospects and audiences. That's why more than 500 satisfied customers and 100 solutions partners trust priint:suite to modernize, automate and simplify their digital and print publishing processes.



priint:suite plug-ins for Adobe® InDesign® and Illustrator® enable organizations to integrate the most diverse data sources (ERP, PIM, MDM, DAM, CRM, CMS Web-Shops or MRM systems), making their information usable for any type of publishing project.



The same data and flexibility that fuels digital communication can be seamlessly utilized in the digital and print publishing channels with one click, ensuring a consistent message and customer experience across all channels.



priint:suite is modular and scalable, making successful and cost-effective print process automation possible for organizations of any size and connection to every stakeholder department within the organization effortless – enabling you to finally achieve a truly collaborative omnichannel communications program.



#NoMoreCopyPaste #priint

**More info?
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