



# Automation of card design for the cooperative financial network



Raiffeisendruckerei's numerous customer solutions feature sustainable payment card products. The organization is comprised of nearly 730 local cooperative banks and 140 employees.

Raiffeisendruckerei specializes in the development of card systems and personalization solutions, producing a variety of payment cards for different customers while working in cooperation with their various partners. The organization is characterized by both advanced production techniques and exceptionally competent data handling, giving the high-tech company a quality reputation in the field.

## Opportunity

Raiffeisendruckerei was faced with the challenge of creating individual payment card designs for the many different banks in the Cooperative Financial Group. The information contained varied from customer to customer and had to be successfully executed in an error-free and efficient manner. The variety of requirements and regular changes in the designs required a solution to streamline, simplify and standardize the once lengthy process.

## Solution

By implementing a flexible framework based on Excel data, Raiffeisendruckerei was able to automatically generate map designs and templates in Adobe® Illustrator® and as PDFs. This unique system enables layers to be dynamically shown and hidden, external files to be loaded, and text to be automatically placed and formatted, significantly reducing complexity and substantially increasing flexibility.

## Advantages

- ✓ **Significant reduction in complexity**  
The process has been simplified. Changes to map designs can now be controlled centrally in an Excel spreadsheet.
- ✓ **Flexibility**  
The system enables adaptable handling of different card variants and layouts without time-consuming manual adjustments.
- ✓ **Efficient activation / deactivation of standard levels**  
The ability to show or hide layers based on Excel instructions saves valuable time and minimizes errors.
- ✓ **Precise loading of external files**  
The system allows the targeted placement of images with fixed coordinates and dimensions, ensuring that the high design standards are met.

## Optimization of map templates through automation

Raiffeisendruckerei revolutionizes card design for the cooperative financial network by implementing a flexible framework based on Excel data

Raiffeisendruckerei acts as a service provider in the cooperative financial network in Germany by providing nearly 730 local cooperative banks with high-quality design templates. These enable the banks to customize the various payment cards, while the actual production and finishing of the cards is carried out externally. Raiffeisendruckerei supplies the banks with several hundred design templates in order to fulfill the requirements of the substantial number of card products.

In view of the fact that many banks already work with Adobe Illustrator, it was crucial for Raiffeisendruckerei to offer the banks a solution based on Illustrator. The priint:comet Illustrator plug-in is an ideal fit for this requirement. Customers receive aesthetically pleasing and functionally flawless card templates and designs that not only meet the design specifications but also regulatory requirements.

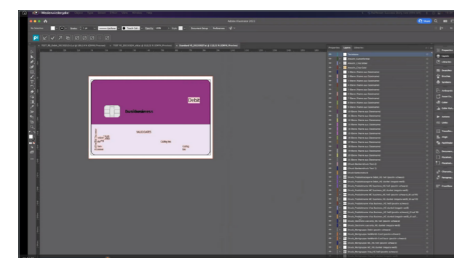
### Challenges with design adaptations

A primary challenge in this project was that the map design was done using Adobe Illustrator. If changes are made to particular design elements, such as a new font or different logos, it required a laborious and time-consuming manual adjustment in all Illustrator documents in which the elements are integrated. Each individual adjustment needed to be carefully checked and controlled if it were to be carried out in Illustrator.

### Automated parameters for flexible design

The core idea was to define all the parameters of the design templates, such as size, position and placement, in a clear table. This table serves as the basis for the automated generation of Illustrator and PDF documents, including all necessary layers. The layers can be used to show or hide print-relevant content, such as the bank code or address, and only view-relevant elements, such as dummy images of logos or holograms.

To facilitate the creative process, it is crucial that all layers can be flexibly shown and also hidden. This is the only way to create a customized print or view file.



Adobe InDesign template with numerous layers

### Procedure & implementation

The implementation was carried out by providing two basic elements for the priint:comet Illustrator plug-in: a basic Illustrator file with numerous layers, as well as an Excel file.

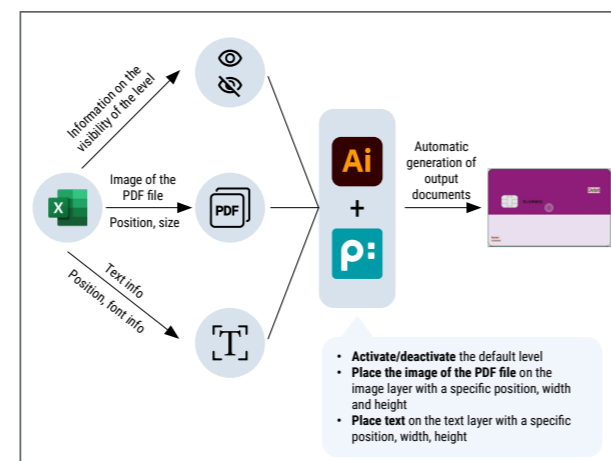
The graphic below demonstrates an Excel table. Each row in this table represents a result, such as a map. The contents of the individual cells indicate, for example, which elements should be shown or hidden. The exact position and size of the assets to be placed on the map are defined via X and Y coordinates, which are also specified in the cells.

Detailed text information is also provided via the information in the Excel cells. For example, information on the fonts, font style or font size are located here. The specification of exact X and Y coordinates also ensures the precise positioning and spacing of the text elements in relation to each other.

### Conclusion

By developing flexible design templates, Raiffeisendruckerei has taken the first successful step towards controlling image and text elements using a simple table. This opens up a high degree of flexibility, as file names, positions and dimensions can be conveniently defined in the table.

The next goal is to integrate bank data and addresses as image files on the cards, as this content should also be controlled via the table and updated at the simple press of a button. This step-by-step approach makes it possible to further scale flexibility and, in the long term, to switch from Excel to a database in order to finally realize a user-friendly front end for customers.



A powerful trio: Excel, Illustrator and priint:comet



**RAIFFEISEN DRUCKEREI**

## Raiffeisendruckerei GmbH

### Partner for progress

The company specializes in card systems and personalization solutions for the Volksbanken Raiffeisenbanken cooperative financial group.

In close cooperation with DG Nexolution and Wiesbaden, Raiffeisendruckerei GmbH produces the various payment cards for the cooperative banks as well as other customers. This makes it a high-tech company in terms of both production technology and handling.

- **Innovative**  
A solution partner for the implementation of innovative map projects.
- **Safe**  
As the technology leader in the Cooperative Financial Financial Group, we ensure safe and reliable production.
- **Certified**



*"The introduction of an automated solution has significantly improved card production at Raiffeisendruckerei. By focusing on efficiency and flexibility, we were able to manage complex design requirements that could be managed centrally, yet individualized for our customers."*

Rolf Schmelzer, Group Head of Order Management, Product Management / Sales at Raiffeisendruckerei

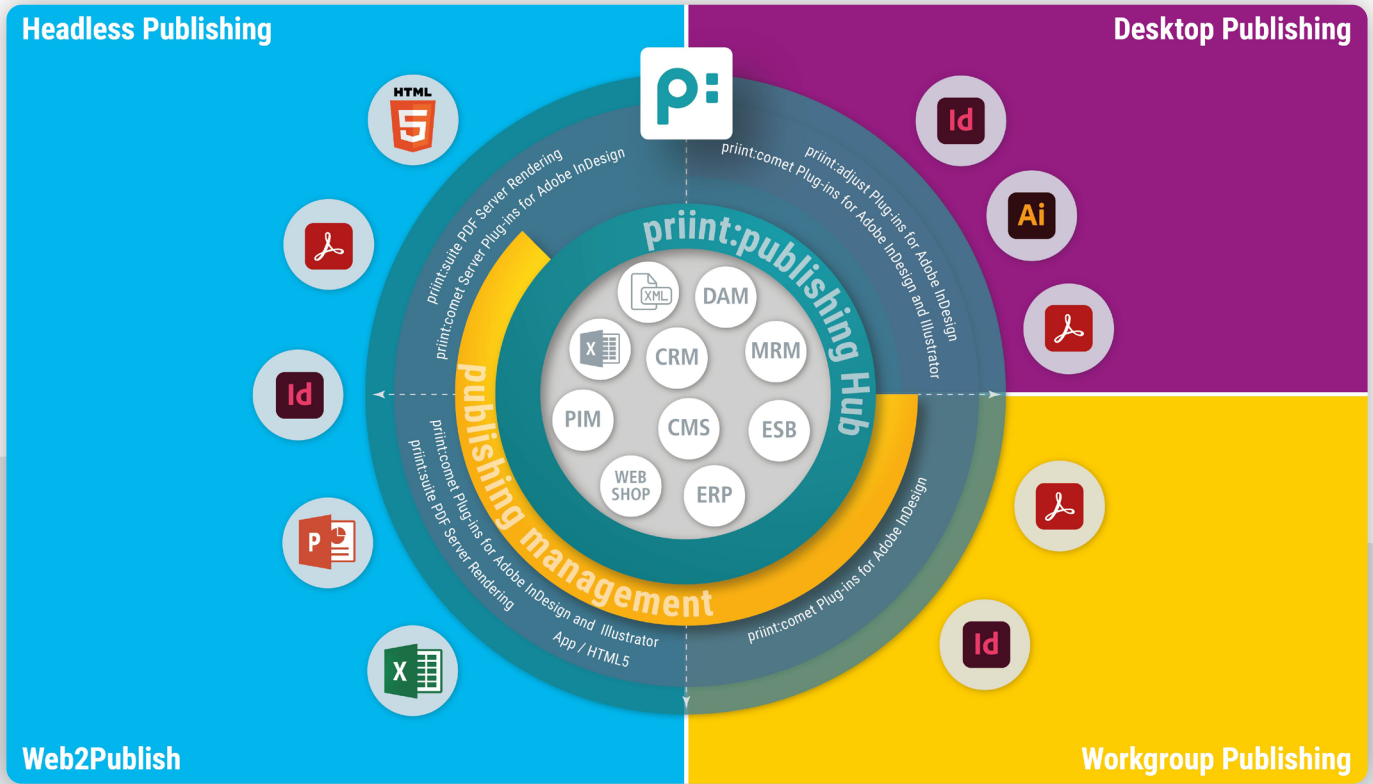
## Key Facts

- **priint Group**
- **Region: Worldwide**
- <https://www.priint.com/en>



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