



Create Tables Effortlessly in Adobe Illustrator

Das neue priint:illustrator tables

For more than 20 years, Horst Huber and his team at the priint Group have been involved with desktop publishing and layout automation and the associated topic of "tables". In years past, the first tables were created in an extremely complex and cost-intensive manner using QuarkXpress. Today, after many years of development, tables can be created simply and effortlessly in Adobe InDesign, allowing for marketing collateral such as catalogs, leaflets and data sheets to be created effortlessly and within a few simple clicks.

What does this look for the packaging and label production process?

These are not created with Adobe InDesign, but rather with Adobe Illustrator. Until now, the only option to create tables was by using a grid, designing them in an elaborate way. Each small change to positioning, style and format had to be made manually, often across countless documents. This laborious process is now a thing of the past.

In addition to automated updating & filling of data from external systems, the priint Group has addressed an additional core effort driver in projects. With the priint:comet AI plug-in, it is already possible to automate the data supply from external sources. With priint:illustrator tables it now goes to the next phase and tables can be created and edited without much manual effort. It was particularly important to the developers of the priint Group to offer the tables UX of InDesign also for Illustrator, in order to enable an effortless and as simple as possible work with it.

On June 1, 2021 the free beta phase of the new priint:illustrator tables will begin!

From June 1st through August 31, 2021 the priint Group will offer the opportunity to put the new plug-in through its paces. All interested parties can register free of charge as beta testers and will automatically receive the required files from June 1st through August 31st, 2021 to test them.

Afterwards, the beta testers will be asked to give feedback so that the product is as comfortable as possible for Illustrator users.

About the priint Group / WERK II

WERK II has a global presence with priint Group offices in the United States, France and Japan, as well as a partner network of more than 100 partners- including SAP, Informatica and Adobe. The priint:suite product is the result of nearly 30 years of pioneering database-driven publishing and is used by hundreds of global brand owners



and retailers. Its robust data connectivity across the print and publishing lifecycle is considered a unique selling point in the market and is a key digitization enabler.

The German parent company WERK II was twice named *Innovator of the Year* in 2017 and 2019 and is recognized as one of the 400 most innovative companies in Germany across 20 different industries.

Erfahren Sie mehr unter: www.priint.com

Press contact: Jonathan Dropieski, Jonathan.dropiewski@priint.com

Register here for the beta: <https://www.priint.com/en/priint-illustrator-tables.html>

First insights into the new plug-In:

<https://www.youtube.com/watch?v=mYADUkKKBJM>