

Customer Testimonial

US-Based Walsworth Publishing is Enfocus Certified.

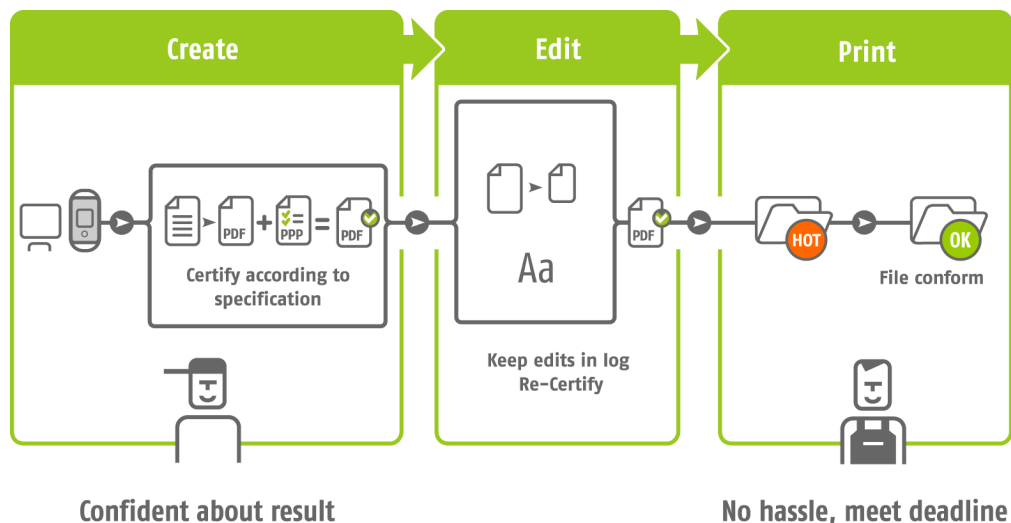
Can you imagine a tougher test on a technology than asking a group of students and their yearbook advisors to adopt it?

Sound like a joke? It's not. The fact is, if you want to find one of the first "mass" adoptions of Enfocus Certified PDF technology in North America, you might be astounded to hear of its use by one of the continent's largest school yearbook publishers, Walsworth Publishing of Marceline, Missouri. In 1937, three brothers; Don, Ed and Bill Walsworth settled in Marceline to print playbills. After expanding the product line several times, the decision was made in 1947 to produce yearbooks. In 1970 the Commercial Printing Division was established to balance the cyclical yearbook production schedule by adding textbooks and other specialty publications to the Walsworth line. Today Walsworth is one of the largest family-owned printing and publishing companies in the United States, and derives a large share of its revenues from school yearbook publishing.

Students from all over produce and submit their yearbooks to Walsworth digitally. With hundreds of schools sending electronic files for their respective yearbooks every year, Grant Fritch, Directory of Technology/R&D for Walsworth, has his hands full with the preflight issues that can be expected from the cross-section of teenagers and adult yearbook volunteers who contribute to document creation.

With a new crop of students every year, and the tendency of kids to experiment and "always do it their own way," according to Fritch, a safety net like that provided by Enfocus becomes mandatory. A good idea, considering that, according to Fritch, Walsworth "specializes in the difficult and the customer that doesn't have a lot of production savvy."

Fritch, however, seems to thrive on challenge. He started his Walsworth career by rapidly bringing a PDF workflow into a 65-year old organization just coming to terms with electronic production





workflows. He has also insisted that Enfocus be integrated in every Walsworth division.

Fritch and his staff work with the schools by going onsite to set up the PDF workflow, including Enfocus Certified PDF technology. "Files can be perfect but PDFs can be wrong," he says. "They're complicated and being able to analyze and edit them is tricky at best. Enfocus fills that gap, guaranteeing early on in a preflight environment that PDFs supplied are good or bad, and allows us to identify and fix problems efficiently. We couldn't do it without Enfocus."

Fritch says that his experience with Enfocus started just prior to Walsworth's first installation of Agfa's Apogee workflow, which includes Enfocus technology as well. It was a pleasant coincidence, as Fritch says, "I was delighted that Agfa decided to include Enfocus in Apogee."

Of his PDF workflow, Fritch says Walsworth started off small, saw the results, and were encouraged to continue."

Today, Fritch says, Walsworth staff "have really adapted to new workflows. They're really eager to do well here, and they're interested in making it work. That, to me, is really exciting. You can't buy that or train that."

"The message I love to get out – what's happened with Enfocus and us is that their product supports the end customer in how they provide us PDFs, it helps us in guaranteeing early on in a preflight environment that those PDFs supplied are good or bad, and allows us, in Apogee, to fix and identify problems."

"...We have to rely on what we get from customers, and we couldn't do it without Enfocus. I'm an evangelist. I can't imagine working without it."

About Enfocus

Enfocus Software, internationally recognized as a pioneer of PDF related software, publishes tools for the powerful, rapid and accurate flow of PDF documents in the graphic arts, internet and ePaper markets. Enfocus enables users to edit, check, verify and auto-correct PDF documents with confidence. Enfocus' tools are compatible with all Windows and Mac OS systems. Enfocus' flagship products, PitStop Professional and PitStop Server, along with new Instant PDF, are part of the Enfocus Certified PDF workflow solutions.

Major suppliers in the graphics arts industry, such as Agfa, Creo, Electronics for Imaging (EFI), Fujifilm, Heidelberg and Xerox have integrated Enfocus technologies into their own PDF workflow systems.

Enfocus Software is a wholly owned subsidiary of Artwork Systems Group.
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