# My Mars Cycles magazine

A story about flexible PDF output automation for individualized print products

**A BRIEF INTRODUCTION**

# *Ingo Röseler*

Consultative Sales & Solution Tailoring
working for SNAP since 2006

# A BRIEF INTRODUCTION

SNAP INNOVATION

We are located in
Hamburg and Munich

We are working for the biggest publishers
in Germany with print runs of up to
9 million copies per issue

We are building systems for the whole
editorial production process

A CUSTOMER STORY

SNAP INNOVATION

# GRAVITY

## A LIFESTYLE MAGAZIN BY MARS CYCLES INC.

SNAP INNOVATION

MARS-CYCLES

## Opportunities & Challenges

The only bike manufacturer registered for business with the Mars colonies

1.000.000 copies of the quarterly lifestyle magazine GRAVITY

The Mars atmosphere still does not allow professional offset printing.

Distribution by spaceship (DBSS) is a mentionable cost & time factor

Loyal client for 13 Mars years

SNAP
Your market reach: 226.000.000 km!
Even if you can't survive in between.

SNAP
Your market reach: 226.000.000 km!
And your DBSS supply chain will drive you nuts!

SNAP
Individuality on all cover pages.
Every bike shop can order a fully customized cover.

We call it

# BTO

cover

SNAP

INDIVIDUALIZED PRINT RUNS

CUSTOM EDITORIAL CONTENT

GEOGRAPHICAL AD BOOKINGS

TARGET SPECIFIC COVER PAGE

(TIP x CENTER = 149mm)

(228.2)
SADDLE X

TT ANGLE
9°

627
FRAME STACK

(687)
R STACK (Y)

375
A-C

72.3°
HT ANGLE

(586.1)
FRONT CENTER

45
RAKE

(1004.7)
WHEEL BASE

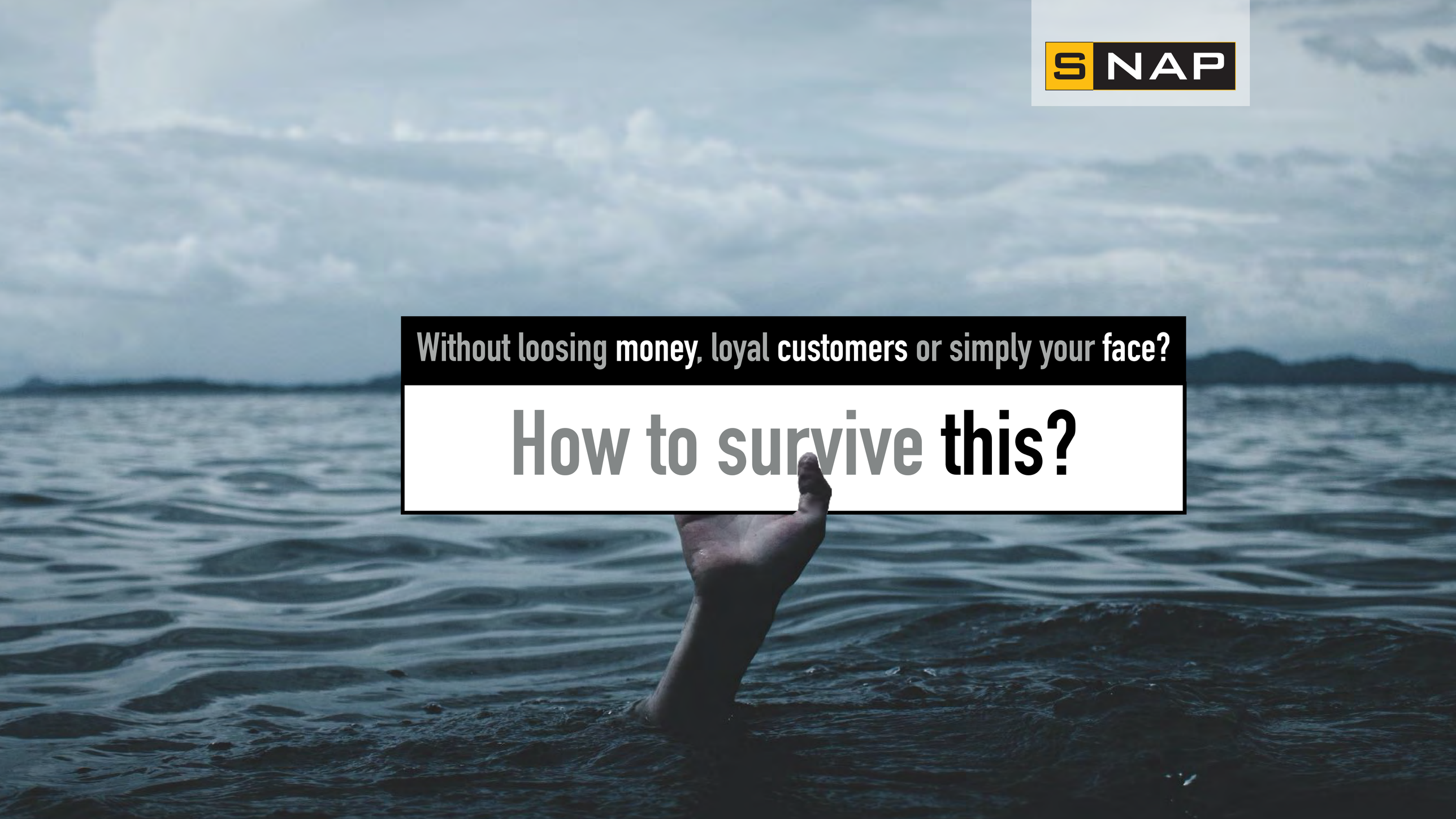
BASTION

THIS DRAWING HAS BEEN PRODUCED FOR THE PURPOSE OF
PRE-PRODUCTION CONFIRMATION ONLY.
DO NOT COPY OR DISTRIBUTE WITHOUT
THE EXPRESS PERMISSION OF BASTION.

SNAP

# Errors get expensive. FAST!

There are roughly 1500 possible cover-combos.


SNAP
Without loosing money, loyal customers or simply your face?
How to survive this?

SNAP

# Automate your **supply chain.**

## A little less complex than sending a spaceship to **MARS.**

- **Use a single source of truth** - one file for n outputs.
- **Accept, that repetition fails** - sooner or later!
- **Don’t work through lists** - let lists work for you!

SNAP
Our offer:
WTF-free, datadriven Workflows.
What should I say... let's have a look!

SNAP

A REAL CUSTOMER STORY

# WORT & BILD VERLAG KONRADSHÖHE GMBH & CO. KG

SNAP INNOVATION

WORT & BILD VERLAG

60 years of leadership in health magazines

15.000.000 copies/month

Loyal client for 13 Earth years

Planning, Production and Output

Very high level of automation in the whole editorial production process

More than 10 different cover variants, flexibel ad booking on page 2 and 3, imprints for pharmacies on page 4

# MadeForLayers

*Efficient Layer Organization*

**STANDARDIZED EXPORTS WITH DEFINED LAYER COMPOSITIONS**

**PUSH LAYER-BASED WORKFLOWS BEYOND LIMITS**

**LAYER VIEW SETS ARE SAFELY STORED PER DOCUMENT**

**AND AT LAST THE PERFECT COMPANION FOR...**

axaio

# MadeToPrint

*Intelligent Printing*

**TRUE AUTOMATION FOR ANY EXPORT OF YOUR DOCUMENTS**

**TRUSTFUL HIGH QUALITY EXPORTS IN A RELIABLE STRUCTURE**

**PLUGINS AVAILABLE FOR ADOBE INDESIGN AND ADOBE ILLUSTRATOR**

**AND AT LAST THE PERFECT COMPANION FOR...**

axaio

# pdfToolbox

POWERFUL PREFLIGHT AND EDITOR TOOL FOR ANY KIND OF PDF

AWARE OF ANY RELEVANT STANDARD FROM PDF-A TO PDF-X

STANDALONE OR HIGH PERFORMANT, VARIABLE DRIVEN SERVER FOR HIGH VOLUMES

# THANKS FOR LISTENING!

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SNAP