



Workflow Examples

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Examples of printing workflows for Fiery Server

There are many different possible scenarios for printing to a Fiery Server. These workflows provide real-world examples.

The workflow examples demonstrate concepts and uses for:

- Mixed Media
- Variable Data Printing (VDP) with FreeForm
- Imposition with PPML (Personalized Print Markup Language) and using Fiery Impose and PPML in a variable data printing workflow
- Printing to a Hot Folder on the network
- Using Fiery Compose and Paper Catalog to create a job

See *Configuration and Setup* for information about supported operating systems and system requirements.

Workflow for Mixed Media

Mixed Media lets you print ranges of pages on different types of media. For example, you can specify heavy stock for the cover, add blank pages, insert colored media on designated pages, and specify duplex pages within a single print job.

Note: Not all models of Fiery Server support Mixed Media. See *Utilities* for information about your particular Fiery Server.

You specify Mixed Media settings when you print a job from an application with the printer driver. In Command WorkStation, you can define and modify the Mixed Media settings of jobs already sent to the Fiery Server. You can also define Mixed Media settings in Hot Folders for jobs printed through Hot Folders.

Example: Workflow with Mixed Media

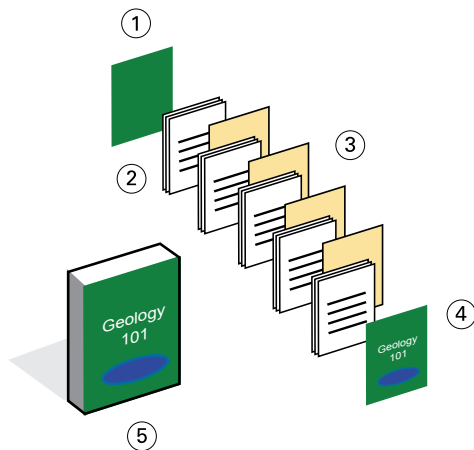
As an example, you can use Mixed Media settings to print a book with chapter text on plain media and chapter dividers and front and back dividers on heavy media.

For Mixed Media in Command WorkStation, your imported file must be a non-raster job. You can remove raster information from a job in Command WorkStation by right-clicking the file and selecting Remove Raster Data.

This workflow also works with a PostScript file.

You can also specify inserting tabs. For example, instead of specifying heavy media for the chapter dividers, you can specify tabs and print chapter numbers on each tab. For more information about printing with tabs, see *Utilities*.

The following diagram illustrates the components of the example book.



- 1 *Back cover printed on heavy media*
- 2 *Chapters printed on plain media*
- 3 *Chapter dividers on heavy media*
- 4 *Front cover printed on heavy media*
- 5 *Completed example book*

Print the example book using Mixed Media

You print the book in this example by opening the file in Command WorkStation, setting job properties, and then printing the book.

This example workflow uses the following:

- An example PDF file
 - Fiery Server
 - Command WorkStation with Mixed Media
 - Heavy media for the front and back covers
 - Heavy media for chapter dividers
 - Plain media for the chapter text
- 1 Import the PDF file to Command WorkStation.
 - 2 Select the job.
 - 3 Click Actions > Properties and then click the Media icon.
 - 4 Apply the following settings:
 - From New Page Range in Mixed Media, enter the page numbers for the page starts (the pages that start each chapter), specify a heavy media and the tray that contains the heavy media, and then click Add Definition.
 - From New Insert in Mixed Media, insert a blank page after the last page to distinguish the end of the print job, and then click Insert.

- Specify front and back covers that print on front only, cover stock, and which tray contains the media, and then click OK (if applicable).
 - Click the Layout icon, and specify duplex printing.
- 5** Click OK, and then save the file.
 - 6** Process and hold the job.
 - 7** Preview the job.
 - 8** Print the job.

Print one set as a proof before printing multiple copies.

Workflow for imposition

Imposition lets you arrange individual pages of a book, booklet, or brochure on a large sheet. After you print, fold, and cut the sheet, the imposed pages are in the correct orientation and order.

Note: Not all models of Fiery Server support imposition. For details about support for a particular Fiery Server, see *Utilities*.

This workflow uses Fiery Impose, which is a client-based imposition application that can edit and assemble entire documents before you process the files.

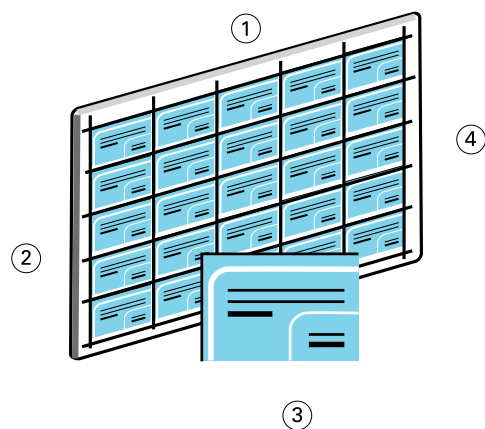
To use Fiery Impose, the downloaded file must be a non-raster file. To remove raster information from a file with Command WorkStation, right-click the file and select Remove Raster Data.

Example: Workflow with imposition

As an example, print 600 business cards and impose the business cards on an 11 x 17 page.

The card has text on the back, so the printer must print duplex. The standard business card size is 2 x 3.25 and 25 cards can be imposed on one 11 x 17 page.

The following graphic illustrates how the business cards are imposed.



- 1 5 columns
- 2 5 rows
- 3 2 x 3.25 business card
- 4 11 x 17 page

Print the example cards using imposition

You can print the business cards in this example by opening the file in Command WorkStation, selecting Gangup and Repeat, and then making job settings, including layout and printer's marks. Finally, the operator previews and prints the cards.

This example uses the following:

- A PDF file that defines a 2 x 3.25 business card
 - Fiery Server
 - Command WorkStation with Fiery Impose (requires a license)
 - 11 x 17 heavy media, such as card stock
- 1** Import the PDF file to Command WorkStation.
 - 2** Select the job.
 - 3** Click Actions > Impose.
 - 4** Select Gangup and select Repeat.
 - 5** Set the following:
 - Specify 11x17 page size, Landscape orientation, and Duplex printing.
 - Specify five rows and five columns.
 - Turn on printer's marks, and then set the offset horizontal and vertical printer's marks to 0.125 pt.
 - Set Scale to 100%.
 - 6** Save the job.
 - 7** Select the .dbp file for your job in Command WorkStation, and then click Preview to preview the job.
 - 8** Print the job.
 - 9** Follow the printer's marks to cut the cards.

Workflow for PPML with imposition

You can use Personal Print Markup Language (PPML) with imposition.

PPML, an XML-based language for variable data printing, enables faster printing of variable data jobs by allowing a printer to store text elements and graphic elements and reuse them as needed.

You can create the master and variable elements of a job as a PPML file in a VDP application, and then print the job to the Fiery Server.

Impose PPML as you would any other job: Impose the PPML job on a sheet to print the pieces in a particular order so that you can cut and stack the printed job in the correct order.

Note: Not all models of Fiery Server support imposition and PPML. To determine if your Fiery Server supports imposition, see *Utilities*. To determine if your Fiery Server supports PPML, see *Printing*.

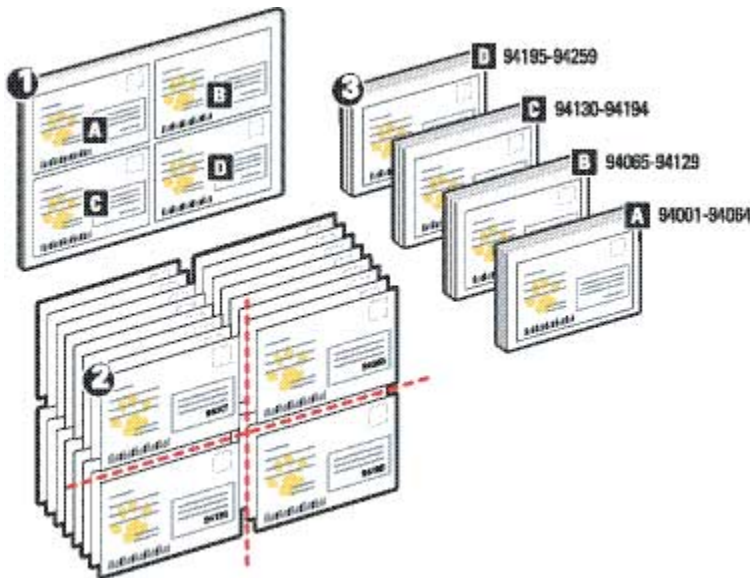
Example: Workflow for PPML with imposition

As an example, print 30,000 5 x 8 mailer cards. The front of each card has an image and text and the back has a customer's name with a bar code.

The mailer content is in a PDF file. A Microsoft Excel file contains information about people to send the cards to. You create the merged master and variable document in a VDP application to create the PPML file.

You can print four cards on both sides of a single 11 x 17 page. You can also impose the cards so that after you cut the pages, you can stack the cards with the postal codes in the correct order.

The following diagram illustrates how the job is imposed and sorted.



Print the example cards using PPML with imposition

For this example, you use a third party application to create a merged master and variable document file, and then use Command WorkStation to impose the job.

This example uses the following:

- A VDP application
- A PPML file
- Fiery Server
- Command WorkStation with Fiery Impose

1 Use a VDP application to create the merged master and variable document file, and save it as a PPML file.

2 Import the PPML file to Command WorkStation and select it.

3 Click Actions > Impose, and then select Gangup and Cut and Stack.

4 Specify the following settings:

- Specify 11x17 page size, Landscape orientation, and Duplex printing.
- Specify two rows and two columns.
- Turn on printer's marks.
- Set Scale to 100%.
- Specify 64 as the Stack Size.

Note: A typical paper cutter can 64 sheets at one time. (This value must be a multiple of the Gangup value for the layout. For this example, two rows and two columns yields 4 images per sheet, so the stack size is a multiple of 4.)

5 Print the job.

6 Check the Fiery Impose Control Strip to match the set information.

This is useful if certain pages of your job do not print correctly and you must reprint specific pages.

7 Print one document to verify that the master and variable information matches.

Workflow for VDP using FreeForm

Variable data printing (VDP) links a print job to databases that contain the text and images to use in the print job. VDP typically combines a set of master elements that are common across copies of a document with variable elements that change from copy to copy.

Note: Not all models of Fiery Server support VDP using FreeForm. See *Printing* for information about your particular printer.

You can create the master and variable data in most software programs, and assign the master and variable data from Command WorkStation, Hot Folders, or the printer driver.

If you create your master and variable data in PPML or Creo VPS format from a supported third-party application, you can send your variable data printing job directly to the Fiery Server through these applications. You can also download your file using Hot Folders.

FreeForm lets you use print options to define and store master-element documents, called FreeForm masters, on the Fiery Server. You can send a variable-element job to the Fiery Server with instructions to combine the job with a particular FreeForm master.

These are some restrictions that apply to this workflow:

- You cannot send FreeForm jobs to the Direct connection.
- If Two-Way Communication is enabled in the printer driver, the printer driver detects what masters already reside on the Fiery Server. Use stored FreeForm masters as often as needed with multiple sets of variable elements.
- If the administrator clears the Fiery Server, all FreeForm masters are deleted. See *Configuration and Setup*.

Example: Workflow for VDP using FreeForm

As an example, print a mailer that contains information about a school. The mailer includes a postage-paid business reply card integrated into the mailer.

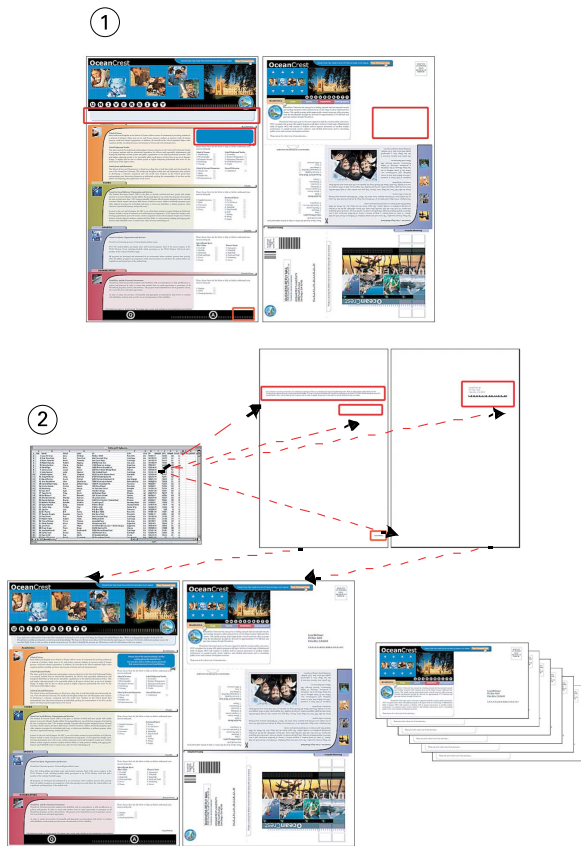
The document is personalized with the student's name, address, and a personal web link. The design is graphic-intensive, printed on 11 x 17 paper, and folded three times.

FreeForm lets you store a rasterized version of the graphic intensive layout which is common to all pages (send and process the job only once). The variable text (address, name, and web link) is printed separately and merged with the layout at the Fiery Server.

You use no specialized VDP software to build this job: You can use any page layout application to create the FreeForm master and any mail merge function to build and print the variable data.

In this example, you create a master document with all the common elements and save it as a PDF file. You then create the variable document in Microsoft Word and link the variable document to the database, which is a Microsoft Excel file.

The following diagram illustrates the components of the mailer.



- 1 Master file
- 2 Database file

Print the VDP example using FreeForm

You print the variable data mailer in this example using FreeForm and Microsoft Word. After you complete this process, the master file and variable file are combined on the Fiery Server, and the mailer includes the combined master and variable data.

This example workflow uses the following:

- A master document (PDF format)
- A variable document (Microsoft Word format)
- A database file (Microsoft Excel format)
- Fiery Server
- Fiery Server printer driver with FreeForm
- Adobe Acrobat, Microsoft Word, and Microsoft Excel

- 1 Open the master document in Adobe Acrobat.
- 2 Print the file to the Fiery Server.

- 3** In the printer driver, specify 11 x 17 page size and Duplex printing, and choose 1 for Create Master.
- 4** Open the variable document in Microsoft Word.
The variable document also opens the database file, because the two documents are linked. If the documents are not linked, Word prompts the operator for the location of the data source file.
- 5** Select Data Merge in Word.
- 6** Print the file to the Fiery Server, specifying 11 x 17 page size and Duplex printing, and choosing 1 for Use Master in the printer driver.

Workflow for VDP using FreeForm 2 and Mixed Media

FreeForm 2 extends FreeForm's functionality. Using a compatible third-party printing application with FreeForm 2, you can create multiple page masters, allowing more customization to your documents.

The Mixed Media you specify for your job applies to every record, relative to the record start. For example, if Mixed Media is set to print Page 1 with cover stock, it prints the first page of every record on cover stock.

Multiple masters let you define more than one master file for your job, while drawing from the same database of variable information.

Note: Not all models of Fiery Server support Mixed Media and FreeForm 2. To determine if your printer supports Mixed Media, see *Utilities*. To determine if your printer supports FreeForm 2, see *Printing*.

Example: Workflow for VDP using FreeForm 2 and Mixed Media

As an example, print a personalized mailer. The workflow uses a database consisting of images of different types of people, devices that they typically use, and background graphics.

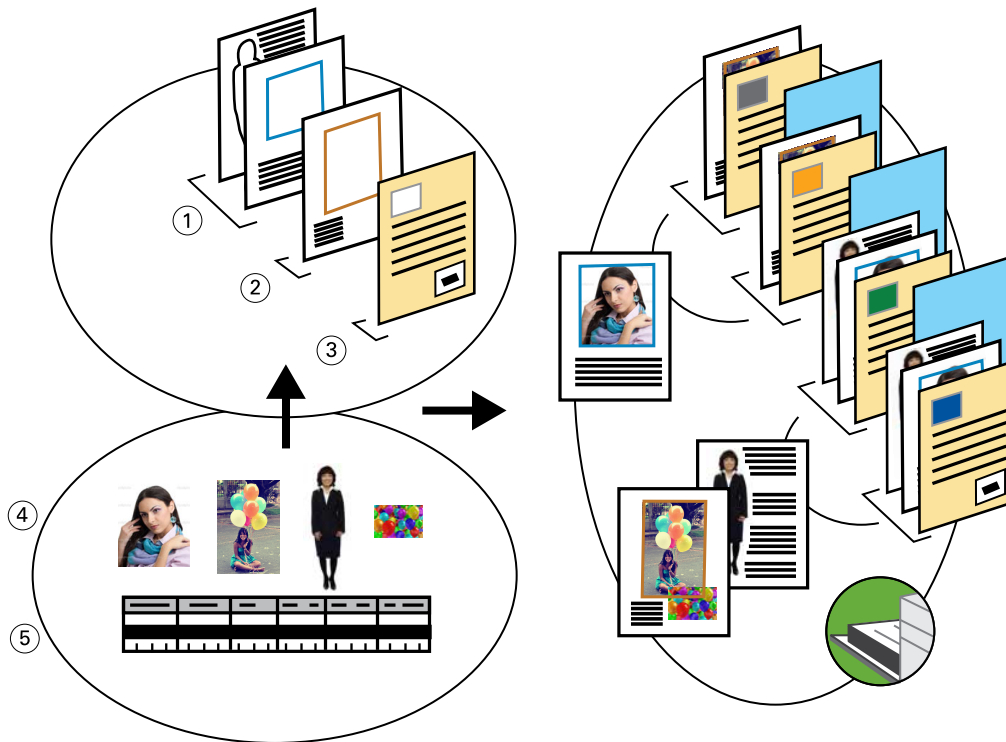
Using a VDP application and images that match the targeted individual, you can create a mailer for parents of girls aged 7 to 10 years, and a mailer for parents of boys all in one print run. The mailers feature images of children in the targeted age.

Each mailer has a cover sheet with the customer's name and a discount coupon. The mailer for girls' parents includes additional pages advertising girls' clothing.

The mailer can vary in length, thus the job has a blank page between mailers to indicate where a new mailer starts.

Use a VDP application to create the master and variable document.

The following diagram illustrates the mailer's components:



- 1 *Girl's template*
- 2 *Boy's template*
- 3 *Letter/coupon template*
- 4 *Graphics*
- 5 *Database*

Print an example using VDP with FreeForm 2 and Mixed Media

When you print the example document, you specify FreeForm 2 in the VDP application, and then use Command WorkStation to make the appropriate settings.

This example requires these items:

- A VDP application
- FreeForm 2
- A .psm file that contains the master and the variable data
- A PostScript file
- Fiery Server
- Command WorkStation with Mixed Media
- Cover stock
- Plain media

- 1 Open the .psm file in a VDP application, specify FreeForm 2, and then print the file to the Fiery Server.

- 2** In the Print dialog box, send both the master and variable data.
The Fiery Server receives a master and a variable PostScript file.
- 3** Select the PostScript file in Command WorkStation.
- 4** Click Action > Properties, and then click the Media icon.
- 5** Apply the following settings:
 - Specify a front cover that prints on front only, cover stock, and the tray for the media.
 - From New Insert in Mixed Media, specify inserting a blank page after the last page and the tray for the media, and then click Insert.
- 6** Process and hold the job.
- 7** Preview the job.
- 8** Print the job.

Workflow for Hot Folders

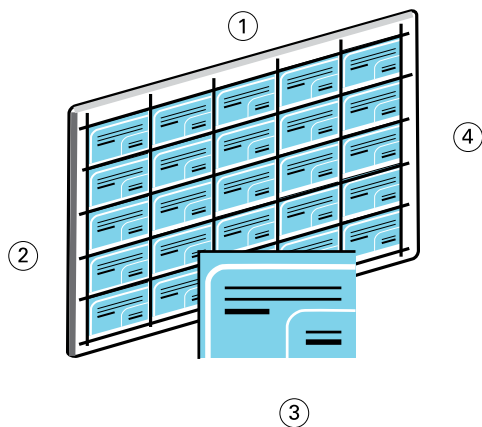
You can print a document by dragging the file to a Hot Folder. Depending on the Hot Folder's configuration, jobs are routed to a Fiery Server with settings that you have configured for the Hot Folder.

Note: Not all models of Fiery Server support Hot Folders. See *Utilities* to determine if your Fiery Server supports Hot Folders.

Example: Workflow for printing cards using Hot Folders

As an example, print 25 copies of business cards using a Hot Folder called BusinessCards.

The following graphic illustrates how the job imposes the business cards.



- 1 5 columns
- 2 5 rows
- 3 2 x 3.25 business card
- 4 11 x 17 page

Print example cards using Hot Folders

Multiple users can use a Hot Folder on a network to print jobs with the same imposition settings configured in the Hot Folder.

This example requires the following:

- A PDF file that defines a 2 x 3.25 business card
- Fiery Server

- Hot Folder
 - 11x17 heavy media, such as card stock
- 1** Create a Hot Folder connected to the Fiery Server and name it BusinessCards.
 - 2** In Job Settings, specify 25 copies.
 - 3** Apply the following Hot Folder settings in Imposition Settings:
 - In the Sheet tab, specify 11 x 17 for Sheet Size, Landscape for Orientation, and Off for Duplex.
 - In the Layout tab, specify 5 Rows and 5 columns, and select Printer's Marks.
 - In the Scale tab, specify 100% for Scale.
 - In the Finishing tab, select Gang Up and select Repeat.
 - 4** Drag the PDF file containing the business card to the BusinessCards Hot Folder.
The job is printed.
 - 5** Follow the printer's marks to cut the cards.

Workflow for using Fiery Compose with Paper Catalog

You can use Fiery Compose and Paper Catalog to create a printed piece that incorporates colored covers, tabs, and operator-specified chapter starts.

Note: Not all models of Fiery Server support Fiery Compose and Paper Catalog. See *Utilities* to determine if your Fiery Server supports Fiery Compose and Paper Catalog.

Fiery Compose is a dynamic application that displays and enables options based on the Fiery Server selected for the job. For example, if a job contains mixed media settings that were set in the printer driver or in Command WorkStation, these settings appear when you view the job in Fiery Compose.

For a single job, use Fiery Compose to:

- Preview a job as thumbnails and as full screen previews
- Set chapter starts and identify and apply finishing options
- Specify different media for front and back covers, body pages, and sections
- Insert blank sheets, tabs, or other documents
- Edit a document using an application such as Adobe Acrobat

Paper Catalog overview

Paper Catalog is a system-based paper warehouse database. Paper Catalog stores the attributes of any media stock available in a production print shop.

The Paper Catalog database resides on the Fiery Server and is not affected when you restart or clear the Fiery Server.

Paper Catalog allows administrators to:

- Define multiple media attribute combinations and assign unique names to each combination
- Assign trays with loaded media stock
- Select predefined media when a job is submitted
- Specify which Paper Catalog columns are available for users
- Centrally maintain a Paper Catalog database

Paper Catalog allows operators to:

- Assign trays with loaded media stock
- Select predefined media when a job is submitted

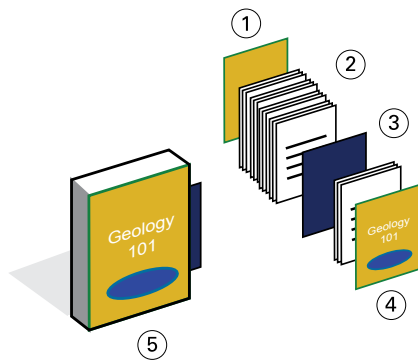
After the administrator defines the Paper Catalog, the operator chooses the media for the job from Fiery Compose.

Example: Workflow for Paper Catalog with Fiery Compose

As an example, use Fiery Compose and Paper Catalog to create a handbook. The handbook is a single PDF document without blank pages between chapters.

The front and back cover are a gold heavy media and each chapter starts on a right-hand page. Additionally, the fourth page is a blue tab stock labeled "Tax Form."

The following illustration shows the components of the handbook:



- 1 *Back cover printed on gold heavy media*
- 2 *Chapters printed on plain media*
- 3 *Blue tab stock*
- 4 *Front cover printed on gold heavy media*
- 5 *Completed handbook*

Print the example handbook using Fiery Compose and Paper Catalog

In this workflow, you use Fiery Compose to reformat the book, add front and back covers and designate chapter starts. (Gold covers and blue tab stock are already in the Paper Catalog.)

This example requires the following:

- PDF file with example book
 - Fiery Server
 - Command WorkStation with Fiery Compose and Paper Catalog
 - Gold cover stock for the front and back covers
 - Plain media for the chapter text
 - Blue tab stock
- 1 Define the gold cover stock and blue tab stock in Paper Catalog, and use Paper Tray Association to assign the media to the appropriate trays.
 - 2 Create the PDF file and import it to Command WorkStation.
 - 3 Right-click the job, and click Properties.

- 4** Specify that the job prints duplex and that the job is stapled.
- 5** Select the job in Command WorkStation, and then click Actions > Compose and display Page View.
- 6** Specify page settings:
 - Select all the pages of the job, right-click, and assign Letter-size media.
 - Select the job's first page, select Cover, specify the front and back covers that print on the outside, and then choose Gold cover stock from Paper Catalog.
 - Select the first page of the first chapter, and then click Chapter Start. Repeat this for each chapter in the handbook.
- 7** Right-click the fourth page, choose Insert Tab, and assign the tab stock from Paper Catalog.
- 8** Right-click the tab, type "Tax Form" for the tab text, and then click OK.

If your job only uses one tab, but your tab media includes tabs in several other positions, the Fiery Server prints only on the tab designated for your job and outputs the remaining blank tabs.

- 9** Save the job.
- 10** Print the job.

Print one set as a proof before printing multiple copies.

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