



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
- Imposition
- Imposition with PPML (Personalized Print Markup Language)
- Variable Data Printing (VDP) with FreeForm
- Imposition with PPML 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 or Media Catalog to create a job

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

The workflows use different sample files. These are files that you provide; they are not provided by Fiery. When you create these sample files, you can name them what you wish.

Workflow for Mixed Media

Mixed Media lets you print a range 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.

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

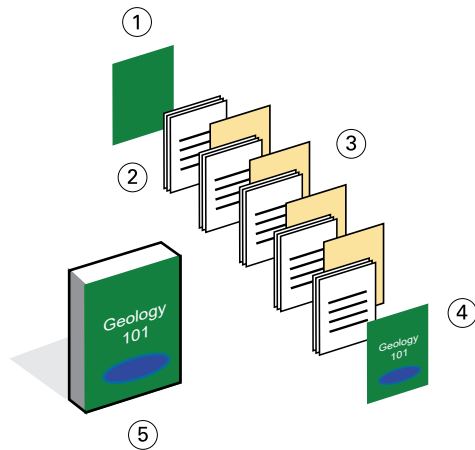
As an example, you can use Mixed Media settings to print a book with chapter text on plain media, and chapter dividers and front and back dividers on heavy media.

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**.

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 sample book using Mixed Media

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

This workflow uses the following:

- A PDF file with the contents of a book
- 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**.

4 Click the **Media** icon and then 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**.
- From **Define Cover** in Mixed Media, specify front and back covers that print on front only, cover stock, and which tray contains the media, and then click **OK** (if applicable).

5 Click the **Layout** icon and specify duplex printing.

6 Click **OK** and save the file.

7 Process and hold the job.

8 Preview the job.

9 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.

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

Note: To use the full functionality of Fiery Impose, you must have an active license for the application. Otherwise, Fiery Impose is available for use in demo mode, which means that jobs are saved with a "Demo" watermark.

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

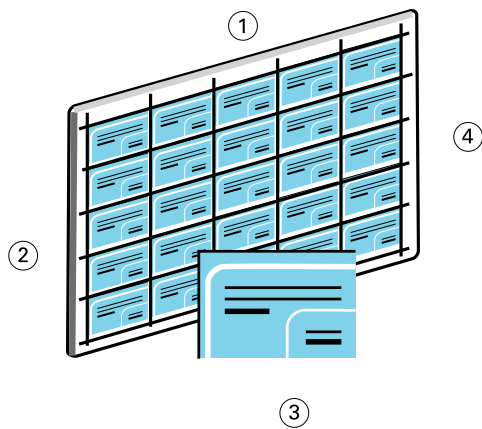
A job must be spooled (a non-raster file) to be opened in Fiery Impose. To remove raster information from a file with Command WorkStation, right-click the file and select **Remove Raster**.

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 be able to 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 business 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 workflow 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 Apply the following settings:

- From the **Sheet** list, select the **11x17** sheet size.
- From the **Duplex** list, select **On**.
- From the **Layout Orientation** list, select **Landscape**.
- Specify five rows and five columns in the **Layout Row & Column** field.
- From the **Marks** list, select **Define**, and then select the **Print trim marks** check box.
- Set the offset horizontal and vertical printer's marks to **0.125 pt** and click **OK**.
- From the **Scaling** list, select **Custom**, and then type **100** in the **Scale Factor** field.

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. You can 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 Fiery Impose, see *Utilities*. To determine if your Fiery server supports PPML, see *Printing*.

Note: To use the full functionality of Fiery Impose, you must have an active license for the application. Otherwise, Fiery Impose is available for use in demo mode, which means that jobs are saved with a "Demo" watermark.

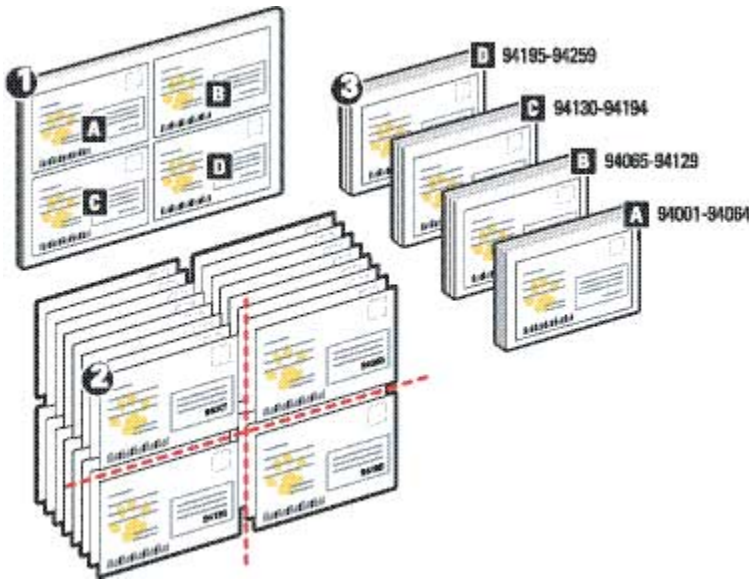
Example - Workflow for PPML with imposition

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 barcode.

The mailer content is in a PDF file. A Microsoft Excel file contains names and addresses of 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.



- 1 11 x 17 page
- 2 Completed mailer cards
- 3 5 x 8 mailer cards

Print the mailer 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 Fiery Impose in Command WorkStation to impose the job.

This workflow uses the following:

- A VDP application
 - A PPML file
 - Fiery server
 - Command WorkStation with Fiery Impose (requires a license)
- 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 the file.
 - 3 Click **Actions > Impose**, and then select **Gangup** and **Cut and Stack**.
 - 4 Apply the following settings:
 - From the **Sheet** list, select the **11x17** sheet size.
 - From the **Duplex** list, select **On**.
 - From the **Layout Orientation** list, select **Landscape**.
 - Specify two rows and two columns in the **Layout Row & Column** field.
 - From the **Marks** list, select **Define**, and then select the **Print trim marks** check box.

- Click **OK**.
- From the **Scaling** list, select **Custom**, and then type **100** in the **Scale Factor** field.
- Type **64** in the **Stack Size** field.

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

- 5** Print the job.
- 6** Check the Fiery Impose control strip to ensure it matches the set information.
This action 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 Fiery server and printer.

You can create the master and variable data in most software programs, and assign the master and variable data from Command WorkStation, Fiery 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.

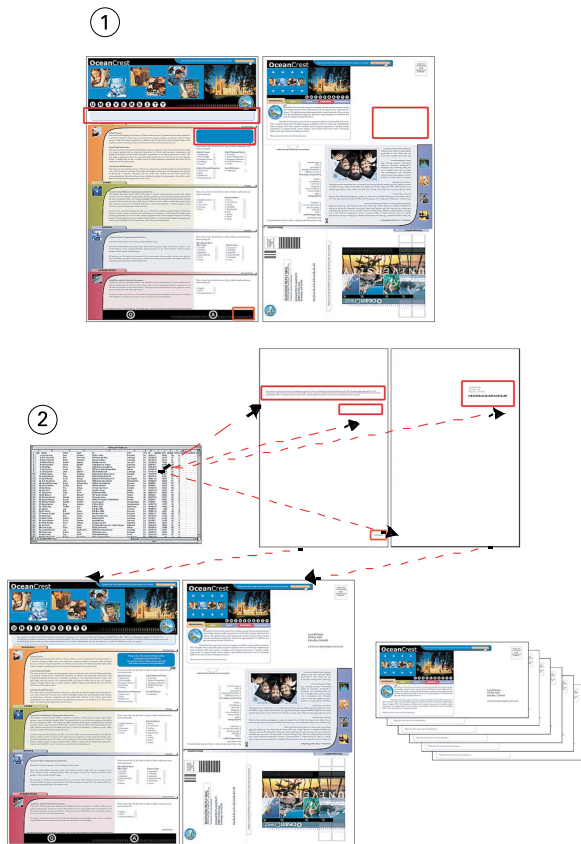
The document is personalized with the student's name, address, and a personal web link. The design is graphic-intensive, printed on 11 x 17 paper, and folded three times.

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 do not need to use specialized VDP software to build the 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 can 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 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, apply the following settings:

- Click the **Media** icon and select **11x17** sheet size from the **Document size** list.
- Click the **Layout** icon and specify duplex printing.
- Click the **VDP** icon and select **1** from the **Create master** list.

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, Microsoft Word prompts the operator to browse to the location of the data source file.

5 Select **Data Merge** in Microsoft Word.

6 Print the file to the Fiery server with the settings specified in step [3](#) on page 15.

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 settings you specify for your job apply 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 FreeForm 2. 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.

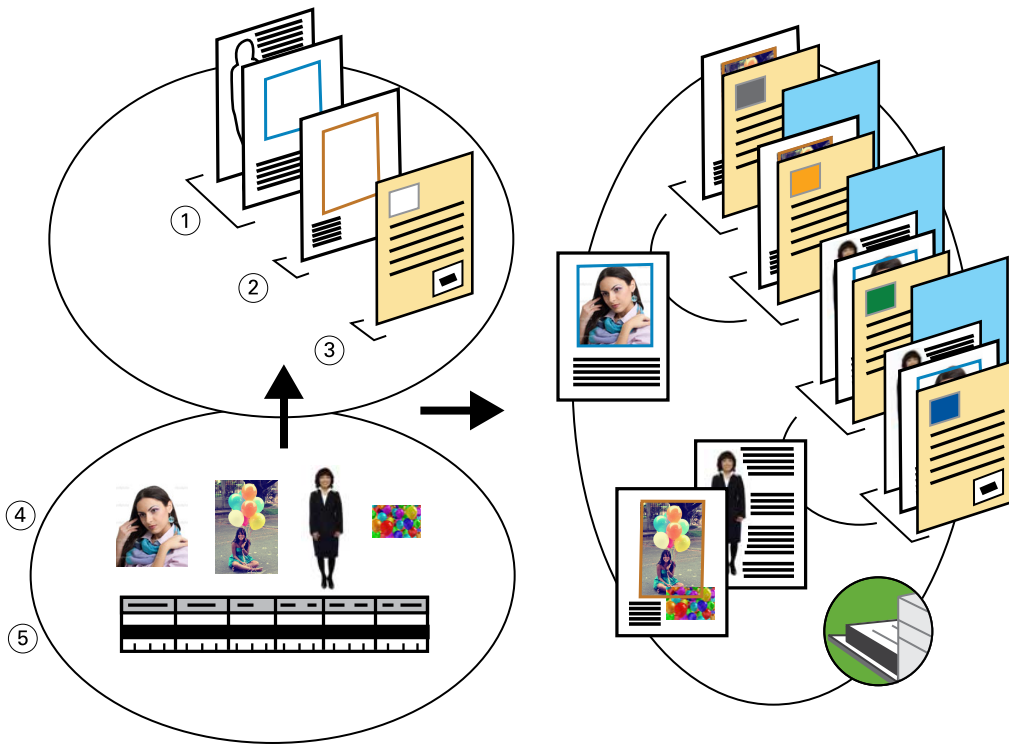
Using a VDP application and images that match the targeted individual, you can create a mailer for parents of girls aged 7 to 10 years, and a mailer for parents of boys aged 7 to 10 years, all in one print run. The mailers feature images of children in the targeted age.

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

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 components of the mailer:



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

Print an example using VDP with FreeForm 2 and Mixed Media

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

This workflow uses the following:

- 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** window, 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:
 - From **Define Cover** in Mixed Media, 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 Fiery Hot Folders

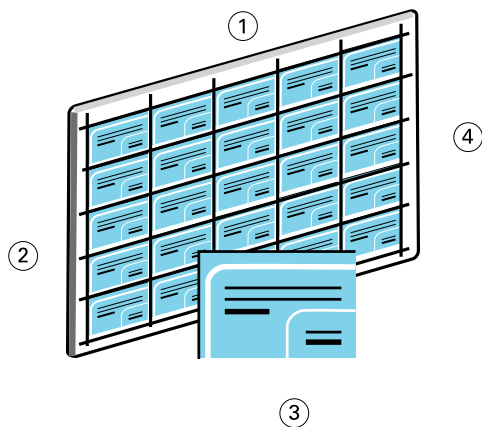
You can print a document by dragging the file to a hot folder created with Fiery Hot Folders. Depending on the hot folder's configuration, jobs are sent to a Fiery server with settings you have configured for the hot folder.

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

Example - Workflow for printing cards using Fiery 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 business cards using Fiery 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.

Ensure that Fiery Hot Folders is installed on your system.

This workflow uses the following:

- A PDF file that defines a 2 x 3.25 business card
 - Fiery server
 - Fiery Hot Folders
 - Fiery Impose (requires a license)
 - 11x17 heavy media, such as card stock
- 1** Create a hot folder on your network location.
 - 2** In the **Folder name** field, type **BusinessCards**.
 - 3** In the **Server name** field, click **Select**, type your server address, and then click **Connect**.
 - 4** From the **Job properties** list, select **Define** and apply the following settings:
 - Click the **Job Info** icon and specify 25 copies.
 - Click **Layout > Impose > Edit Impose Template** and apply the following settings:
 - Select **Gangup** and select **Repeat**.
 - From the **Sheet** list, select the **11x17** sheet size.
 - From the **Duplex** list, select **Off**.
 - From the **Layout Orientation** list, select **Landscape**.
 - Specify five rows and five columns in the **Layout Row & Column** field.
 - From the **Marks** list, select **Define**, and then select the **Print trim marks** check box.
 - From the **Scaling** list, select **Custom**, and then type **100** in the **Scale Factor** field.
 - Click **OK**.
 - 5** Click **OK** to create the hot folder.
 - 6** Drag the PDF file of the business card to the BusinessCards hot folder.
The job is printed.
 - 7** Follow the printer's marks to cut the cards.

Workflow for using Fiery Compose with Paper Catalog or Media Catalog

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

Note: To use the full functionality of Fiery Compose, you must have an active license for the application.

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

Paper Catalog and Media Catalog are system-based paper warehouse databases that store the attributes of any media stock available in a production print shop.

Paper Catalog and Media Catalog provide a mechanism to define each media in the shop once and then just select that one media definition when desired for each job.

A significant difference between the two catalogs is how they define media sizes. Paper Catalog requires a new entry for each paper size. With Media Catalog, you can create media sizes with unique size ID in the Size Catalog and assign multiple sizes to one Media Catalog entry. For more information, see *Fiery Command WorkStation Help*.

The Paper Catalog and Media Catalog databases reside on the Fiery server and are unaffected when you restart or clear the Fiery server.

Note: Fiery servers support either Paper Catalog or Media Catalog. See *Utilities* to determine if your Fiery server supports Paper Catalog or Media Catalog.

Paper Catalog and Media Catalog are supported for cut-sheet printers and define media attributes based on either the PostScript Printer Description (PPD) specification available in the Fiery driver or the industry standard Job Definition Format (JDF) specification to define the media rather than being device-specific.

The following table describes the actions that administrators can perform with Paper Catalog or Media Catalog:

Actions	Paper Catalog	Media Catalog
Define media size in Size Catalog		X
Assign multiple sizes to one catalog entry		X
Publish catalog entries	X	
Edit catalog entries	X	X
Define multiple media attribute combinations and assign unique names to each combination	X	X
Assign color profiles for each media entry	X	X
Assign trays with loaded media stock	X	X
Select predefined media when a job is submitted	X	X
Specify which attribute columns are available for users	X	X
Centrally maintain a database	X	X

The following table describes the actions that operators can perform with Paper Catalog or Media Catalog:

Actions	Paper Catalog	Media Catalog
Assign trays with loaded media stock	X	X
Select predefined media when a job is submitted	X	X

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

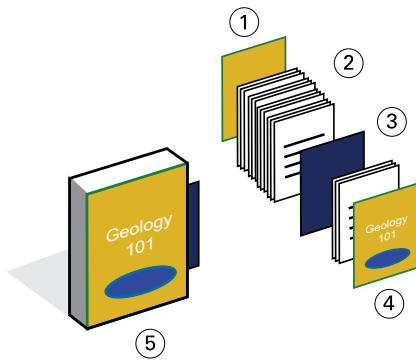
Example - Workflow for Paper Catalog or Media Catalog with Fiery Compose

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

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

Note: You can choose any heavy media for front and back covers and any tab stock for 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 handbook using Fiery Compose and Paper Catalog or Media Catalog

In this workflow, you use Fiery Compose to reformat the book, add front and back covers, and designate chapter starts.

You must create the media entries for gold covers and blue tab stock in Paper Catalog or Media Catalog. You can choose any heavy media for front and back covers. For more information on creating media entries in Paper Catalog or Media Catalog, see *Fiery Command WorkStation Help*.

This workflow uses the following:

- A PDF file with the contents of a handbook
- Fiery server that supports tab printing

Note: Not all models of Fiery server support tab printing. See *Utilities* to determine if your Fiery server supports tab printing.

- Command WorkStation with Fiery Compose (requires a license) and Paper Catalog or Media Catalog
 - Gold cover stock for the front and back covers
 - Plain media for the chapter text
 - Blue tab stock
- 1 Select the gold cover stock and blue tab stock media in Paper Catalog or Media Catalog, and use Paper Tray Association to assign the media to the appropriate trays.
 - 2 Create the PDF file and import it into Command WorkStation.
 - 3 Right-click the job and click **Properties**.
 - 4 Specify that the job prints duplex and is stapled.
 - 5 Select the job in Command WorkStation, 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 or Media 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 or Media Catalog.**8** Right-click the tab, type **Tax Form** for the tab text, and 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.