2007 Jürgen Schönhut Memorial
CIP4 International Print Production Innovation (CIPPI)
Award Recommended Selections

Most innovative use of process automation technology in an implementation

First Place — Druckhaus Berlin-Mitte GmbH
DBM provided the first CIPPI award application with an example of cross-company JDF workflows integration that included the print buyer, the printer and suppliers. The project was very ambitious and has been accurately described. DBM has set a new standard of success in JDF implementation in a multi-vendor and multi-company environment.

Second Place — Daimu Co. Inc.
Daimu integrated two facilities, eliminating waste in production operations and communication. In the process they created a new proof workflow, dramatically reduced manual mistakes, and allowed employees to focus more on intellectual work, as opposed to repetitive and routine work.

DBM is an advanced company and made the best argument for why their implementation was the most innovative. Daimu's example was excellent and is a strong case study for a smaller to medium sized company; however, what they did was new to Japan, but not necessarily to the rest of the world. For a system in Japan, working with a Japanese interface, it is clearly innovative for the Japanese market.

Others
Hirakawa launched a color management project rather than a JDF project. It sounds more like color press integration in a prepress environment than a full workflow integration. It was just a company gearing up for color and doing it as many other companies around the world have done already. Their economic analysis was impressive, but most of it was from bringing in proofing and the relighting prepress for proofing. Once again, this was not innovative to me and could have been done without JDF.

Best cost/benefit realization as a result of process automation implementation

First Place — PDC Tangen
Tangen provided a very detailed description of situation before and after introduction of JDF. When implementing their JDF workflow, they applied Kodak for prepress, Komori and Mitsubishi for press, MBO for post press, Hiflex for MIS and then constructed workflow by optimizing products of 5 companies. Their investment paid itself back 20 times in 5 years: great ROI indeed! (An ROI of 1847.2%)

Second Place — Yamazen Communications Co., Ltd.
Yamazen set up an innovative web-to-print site in 2000. In order to produce many kinds of printing products, they have implemented Heidelberg JDF-oriented products for prepress, press,
and then installed a Hidariuchiwa MIS system to complete their automatic production workflow. Their investment has a net present value of €2,300,290EUR and an ROI of 1584.16%. Although impressive, the judges noted that prior to this implementation Yamazen had a very traditional workflow and some ROI factors were due to modernization and not only to JDF-enabled automation.

Others
Leinebergland Druck GmbH was not chosen in part because the other two applications were multi-vendor installations. Furthermore, although they discussed some things like how they dealt with displaced workers, hard numbers were not tied to many of the discussed benefits. For instance, in the implementation stage, they talk about cleaning up master data and setting up an operational environment, but did not discuss this in the costs. Annual costs were the same for the five year analysis in almost every column. If production was to increase at they suggested, the numbers in all of the benefit columns should increase each year.

**Biggest improvement in efficiency and customer responsiveness as a result of process automation**

**First Place — BVD Druck & Verlag AG, Liechtenstein**
BVD provided a good description of the project including past problems, current situation and future steps. (A lot of smaller print shops who are in the same situation can benefit from this use case.) They clearly established their goals and expectations throughout the plant in prepress, press (digital and offset) and post-press (although much of postpress is planned for the future). In the list of factors that contributed most to their success, they focus on the people in production, management and the IT staff.

**Second Place — Ampersand Printing**
This company had the best understanding of where the hidden costs were with workflow and how they were recovering costs for AA better, other chargeable changes, time looking for tickets. The ROI analysis was the most thorough and considered more factors than all of the others in this category. Ampersand provided an excellent explanation of the pains prior to implementation and of how JDF helped to stop them. Their explanation of situation, objectives, methodology and results are very clear. The advantages of electronic ticketing vs. hand written instruction were demonstrated.

Others
See honorable mentions below.

**Honorable Mention**

The judges struggled with the biggest improvement in efficiency and customer responsiveness category. BVD actually one first place by getting the most votes for second place. McCallum Printing had great customer testimonials, but they were a start-up; hence there was no way to show an “improvement” in efficiency and their application and provided no hard numbers to work with. Also lacking detail and depth, judges felt that R/T Associates would have been the
first-place choice for the category of Most Innovative. R/T Associates’ implementation of a completely automated web-to-print digital printing workflow was very impressive, but their case study did not provide enough of an argument for the category that they applied for. Hence, the judges agreed that it would be wise to issue two Honorable mentions:

- **McCallum Printing** for achieving outstanding customer responsiveness as a result of process automation.
- **R/T Associates** for achieving an exceptional level of automation, from customer order to finishing, in digital printing.

**Additional recommendation to the CIP4 Advisory Board**

As mentioned above, the judges found that some applications would have been more suitable in other categories. In the category of Most Innovative, some judges felt that the applications were not suitable for the category at all. Furthermore, the judges (as well as the Marketing and Education Committee) would like to see more applications in total. They recommend that applications be submitted in 2008 but not for a category, but so that a single application is edible for multiple awards. It would then be up to the judges to select the winners for each category. They believe this will increase participation. Furthermore, it was pointed out that what is new or innovative for one area of the world may be no so new for another area of the world; hence, they proposed that there be regional awards for “Best Process Automation Implementation”. Finally the judges realize that as JDF becomes more and more mainstream to the industry, fewer and fewer applications will be suitable for the Most Innovative category. They recommend that the Most Innovative award be assigned at the judges’ discretion, but not necessarily every year. Therefore, for 2008, the judges recommend that CIPPI awards be made for:

- First and Second Place — Best cost/benefit realization as a result of process automation implementation
- First and Second Place — Biggest improvement in efficiency and customer responsiveness as a result of process automation
- Most innovative use of process automation technology in an implementation
- Best Process Automation Implementation — Europe & Africa
- Best Process Automation Implementation — North & South America
- Best Process Automation Implementation — Asia, Australia and South Pacific

A single application may win up to three awards in a year: One of either first or second place in either best cost/benefit or biggest improvement, most innovative and one of the regional awards. A single application may also win only one award in any category; hence, no award is a prerequisite for any other award category. No single application can win more than one regional award and no single application can win more than one award among first and second place in the best cost/benefit and first and second place in the biggest improvement in efficiency and customer responsiveness category.