



# Successful Data Organization and Automation of the Print Process Chain



With motion plastics®, the high-tech plastic products from igus®, companies can reduce costs and improve technology.

Founded in 1964 and headquartered in Cologne, Germany, igus® is the world's leading manufacturer of energy chain systems and polymer plain bearings, with applications that are as diverse as its products. The recipe for success at igus® is to create products that are developed and produced from real customer applications and/or from problematic issues. Formed from this idea of the company's founder, Günter Blase, igus® inquires with customers regarding which part in their machine or application is currently the most problematic, in order to find a corresponding custom-made solution for their outstanding issue.

The result of this customized solution method speaks for itself: igus now has thousands of different product lines, more than 4,000 employees globally and a turnover of nearly 800 million euros.

## Opportunity

igus® produces three different main catalogs each year. The page count per catalog is between 1,000 - 1,700 pages, of which a total of over 120,000 products are presented in as many as 12 different languages. The primary task was to automatically generate the challenges of print or typical industrial catalogs, especially tables or highly condensed information, and to save on manual effort, time and costs.

## Solution

The basis of all publications is the product data provided in the xmedia PIM system. From this product data, in-depth configurations are built that take into account the print channel from the start. Graphic templates created in the priint:suite access these configurations for the print output.

## Advantages

- ✓ **High efficiency in data maintenance**  
With high data quality, redundancies are avoided and sources of error reduced
- ✓ **A significant reduction in production time**  
Production time per catalog is reduced from several months to just a few weeks
- ✓ **Translation reduced, language versions increased**  
With foreign language text modules and optimized texts, translation volume is reduced by approximately 75%
- ✓ **Creativity successfully replaces "Copy & Paste"**  
Graphic designers now have more time for creative input and output
- ✓ **A proven success formula**  
Good data + "smart" templates + design rules / scripting = a high level of automation and efficiency in catalog production

# Mastering complexity at the push of a button

By changing the print production process, igus® successfully achieved a significant degree of automation of 80% - 95% in their catalog production. As a result, igus® catalogs are now available on the market much faster in several formats and languages.

The prerequisites of igus® for the automated print rejection were substantial:

- Standardized, but not off the shelf
- Automated, but with attention to detail
- Standard software without customization

Some special features of the catalog creation at igus® are explained below:

## Complex tables are clearly structured

The products of igus® are often presented in very complex tables. Some tables are laid out on double pages and are placed over up to 60 pages, while other tables display a special feature within the table. One of these special features are called grouping lines. Using grouping lines, individual table contents can be better structured and summarized. For example, thematically related table blocks are feasible, which are supplemented by a suitable asset, such as a product image. Optical markings, (e.g. new status with output of a defined asset) in or in front of table rows are also possible. By the means of design rules, which are used for the output, an overall uniform and visually appealing result is achieved.

## Separation of layout & content using proxy features

Catalog content or assets are typically used in different media. Due to this, it is advisable to separate the contents from the layout so that any maintenance work on the assets needs to be performed only once. The following example illustrates this variability: igus® displays 1- or 2-column tables within the identical type area- which table type is ultimately output is specified during the data export.

An additional example: At igus®, the products are not only displayed in a table, but also the article numbers or the order codes themselves, which provide extremely granular and detailed information about configurability, product properties or other product or material characteristics.

Bestellbeispiel: GSM-0103-02 - ab Stückzahl 1.  
igus® Werkstoff 9 Zylindrisch M Metrsch 01 Innen-Ø d1 03 Außen-Ø d2 02 Gesamtlänge b1

Since the composition of the order key is stored and anchored in the system, there is no need for any maintenance effort. This was realized in xmedia by proxy characteristics (e.g. a characteristic that is set in dependence to another characteristic).

## Mapping pictograms, safety instructions & approvals via mapping rules

Many igus® products are assigned notes in the form of pictograms and mapped on the catalog page.

(EG) Nr. 1907/2006 (REACH)  
RoHS-III  
lung geprüft durch IPA nach ISO Norm

The correct derivation of these notes is done via proxy features and mapping rules during document construction in priint:comet. If a value is stored for a product feature, the pictogram is displayed in color. If there is no value, the pictogram is simply grayed out.

10 Millionen		
< 10 m	< 10 m	> 10 m
R min.	R min.	R min.
Faktor x d	Faktor x d	Faktor x d
11	9,5	12
8,5	8,8	9,5
11	9,5	12

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## Whenever possible - PIM

The igus® product data is managed centrally in the PIM system whenever possible. The following example illustrates this benefit:

Temperatur [°C] <sup>1)</sup>	+180								
Flächenpressung [MPa] <sup>1)</sup>	91								
Reibwert [μ] <sup>1)</sup>	0,11								
Verschleiß [μm/rev] <sup>1)</sup>	0,76								
Preisindex									

The 5 matrix lines in the table on the right describe the individual material data or characteristics of the material used in even more detail. This material data is not redundantly maintained on the different products manufactured from this material, but comes centrally from one database. The central management of the product data minimizes the maintenance effort and the susceptibility to errors.

## More efficiency through block features

The left table shown below is filled from a three-level block (i.e. there is a block within a block, which in turn is also in a block).

This allows it to be possible to break down and structure the table contents to such an extent that you can define different values or specifications at various levels and set them in dependence on each other. Therefore, making it possible to create highly condensed tables from granularly maintained data.



# Technology Partner

myview // PIM Excellence and Digital Enterprise Strategies

myview offers PIM Excellence and digital enterprise strategies by developing platforms for the organization of product and company data.

The goal is simple: To master the digital transformation in product communication.

With products like xmedia and xom, myview provides the foundation for implementing the digital transformation of marketing and sales processes in an organization. myview uses its industry expertise, especially for technical products, to drive digitalization far beyond the product itself. A solution-oriented way of working and partnership-based cooperation with their customers ensure long-term customer satisfaction.

myview consists of engineers and software developers with a passion for products and technology. They take on projects with a fascination for the accomplishments of their customers and products. myview's extensive industry knowledge facilitates their success of creating data organization concepts and processes.

myview supports companies projects in all phases. Clients can expect profound and detailed consulting and rely on 20 years of experience in the field of database-supported product communication.



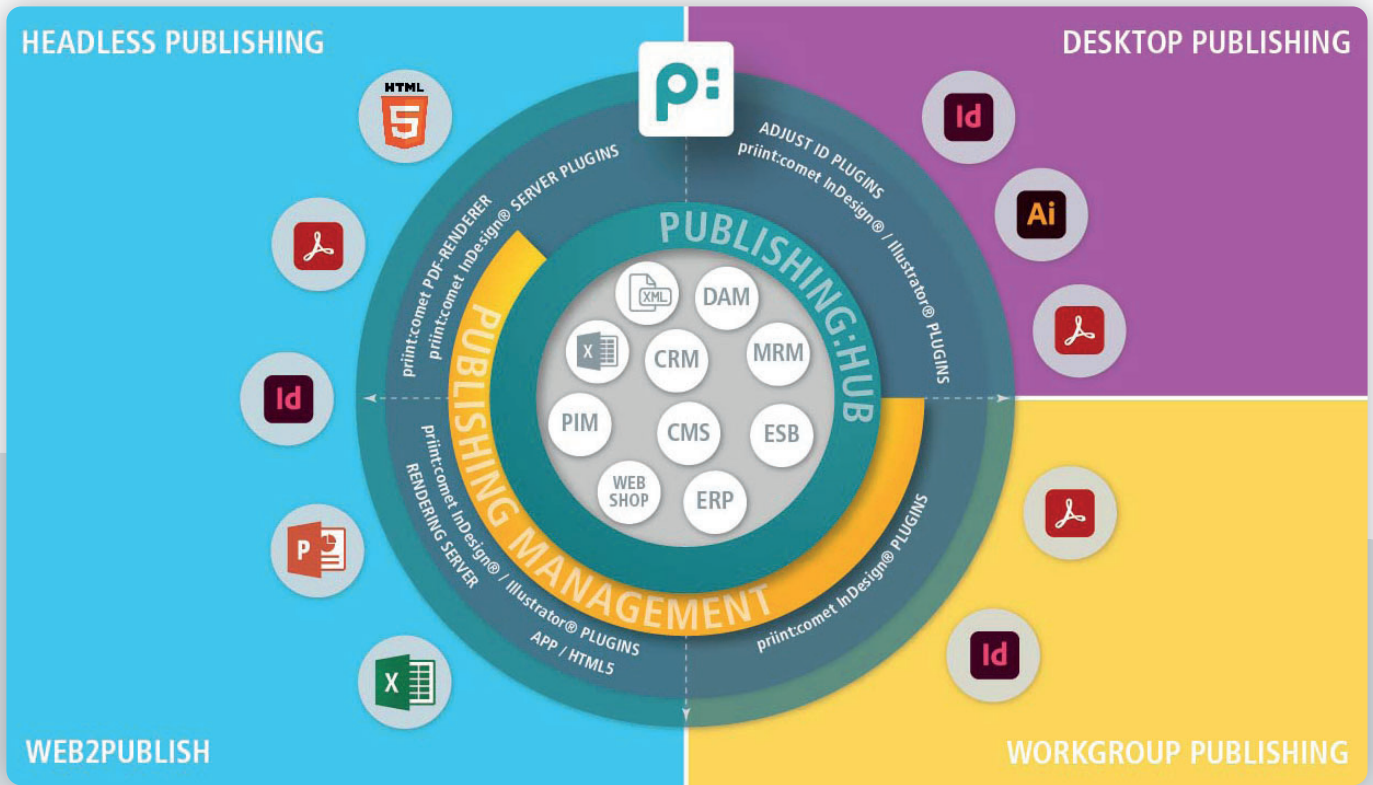
"We had a lot of thick boards to drill. But it was worth it. As a result, we have achieved a high degree of independence in the individual disciplines. We are able to handle everything about the entire printing process, configurations, etc. 100% ourselves."

Martin Bons, Catalog Manager at igus®

# Key Facts

- Certified Technology Partner
- Region: EMEA
- <https://www.priint.com/en/partnerprofile/myview.html>





# print:suite

## The Solution for All Marketing Publication Challenges



Now more than ever, print and other digital publications are vital to staying connected with customers, colleagues, prospects and audiences. That's why more than 500 satisfied customers and 100 solutions partners trust print:suite to modernize, automate and simplify their digital and print publishing processes.



print:suite plug-ins for Adobe® InDesign® and Illustrator® enable organizations to integrate the most diverse data sources (ERP, PIM, MDM, DAM, CRM, CMS Web-Shops or MRM systems), making their information usable for any type of publishing project.



The same data and flexibility that fuels digital communication can be seamlessly utilized in the digital and print publishing channels with one click, ensuring a consistent message and customer experience across all channels.



print:suite is modular and scalable, making successful and cost-effective print process automation possible for organizations of any size and connection to every stakeholder department within the organization effortless – enabling you to finally achieve a truly collaborative omnichannel communications program.



#NoMoreCopyPaste #priint

More info?  
**Contact us!**

