

# Our 172 pages catalogue builds in 4 min. and 37 seconds. I am the happiest catalogue producer!

The effusive statement comes from Anne-Mette Gjoederum, marketing director at the travel agency 65-Holidays.

– 65-Holidays is a travel agency for seniors. We arrange bus tours in Europe and boat cruises on the Russian rivers, says Anne-Mette Gjoederum, and for that, of course we produce a number of travel magazines.

Visiting [www.65-Ferie.dk](http://www.65-Ferie.dk) discloses travel destinations such as Bretagne, Loire, Austria and other places in East and West Europe, and even a number of overseas destinations – more than 100 destinations in all. Along with three of her colleagues Anne-Mette Gjoederum produces all the company's travel magazines, which can be quite comprehensive in regards to number of texts and images.

The catalogue, a 172 pages production has an average of 4 images per page, so more than 700 images totally need to be handled in the process.

## No more copy - paste

– Our travel magazines contain many text descriptions, and we spend quite an amount of resources entering these. We used to enter them directly in Microsoft Word, and could easily get up to 120 documents or more.

– When this was done we used to cut and paste the entries into Adobe InDesign and then format the text with the right typography. A proof reader would then go over the texts in InDesign, and even typos and other errors were corrected before we sent the magazine off to print.

– Well, the magazines were produced, since InDesign is a very good tool for creating layout and typography, but when starting

up the next travel magazine, we realised that the Word documents were outdated, and then we had to copy - paste backwards from InDesign to Word, in order to apply the latest changes that would prepare the Word document for the next magazine.

## Wishing for a database – but then what?

– Back then I wanted a database, appearing as the only reasonable solution to let us enter and change descriptions and prices in only one place, but it was still not clear to me how we could take advantage of the database for producing the travel magazine graphically.

– One thing is acquiring the database, but what comes after? Fortunately, my IT-supplier invited me to a seminar, where Cacidi Systems showcased their solution. When using Cacidi Extreme, you are able to import your content directly into Adobe InDesign and have everything set in the right typography in the same process.

## Workload brought down by 70 percent

– When attending the seminar I realised it was not all the features that would apply to my kind of work, but I definitely thought “So ein ding muss Ich auch haben”, laughs Anne-Mette Gjoederum.

– Now we have achieved our goal in writing directly into FileMaker, which is the database we have chosen, and do all tasks like proof reading, entering and altering content from one catalogue to the next. All the design and formatting we still do in InDesign. - Cacidi Extreme builds our document in less than 5 minutes, and then we spend an amount of time afterward on



Photo: Sonja Iskov © 2005

finish of the document.

– The time spent on the actual production is very different from earlier - we can concentrate more on the layout and the text editors have much longer time to deadline. The hard work on repetitive work is practically gone.

– Totally, we have probably saved 70 percent of the time we previously spend producing the travel magazines, and based on that Cacidi Extreme has been a very good investment.

– Deciding to invest in the solution was quite easy, but that said it does take some effort to get into a new working method, but then step by step we got into the routines. I was supported very well by Cacidi Systems when I needed it - they just did not let me go until they were absolutely sure I could do it myself. Since then, things have just worked out fine, and we have now produced three catalogues.

