

# ..I used to spend weeks... with Cacidi Extreme, I am now down to 20 minutes!

– In the past, I had to spend a couple of weeks consolidating image and text content for the 2100 article numbers in our product catalogue. With Cacidi Extreme, I am now down to 20 minutes, says graphic designer and assisting marketing manager Lisbeth Gosvig from Maskinhandler Indkøbsringen (a Denmark based Farm & Agriculture Hardware company).

Sowing machines, ploughs, working clothes, articles for domestic animals and boundary stakes. These are just a few examples of articles necessary for running a farm or agriculture. One of the largest suppliers in this business in Denmark is Maskinhandler Indkøbsringen or MI. From its headquarters MI is able to supply farmers all over the country with machinery and other articles for running their farms. MI is a nationwide business with 56 retail outlets throughout the country.

**The catalogue – an important tool**  
Product catalogues are indispensable. The catalogue for "Domestic Animals and Fence" alone, is a 246 page production with more than 2100 article numbers in up to 8 variations.

– As an example, we resale a variety of watering troughs and boundary stakes in various types and measurements, Lisbeth Gosvig explains to illustrate how many single items a catalogue can include.

## Lots of time is saved with Cacidi Extreme

It is quite a job controlling the whole process when images and text content for the 246 page catalogue must come together, and in order to avoid unnecessary waste of time in that process, MI has invested

in a Cacidi Extreme solution. The investment has moved a lot of boundary stakes for the company, to use a metaphor from their own business, since automated process of flowing all image and text content from the product database into the Adobe InDesign document has brought manual labour down to an absolute minimum.

– Without Cacidi Extreme, Lisbeth Gosvig estimates, the manual graphic design process would have taken weeks. Now we can do it all in 20 minutes. The Cacidi Extreme solution includes a lot of features, that collects and consolidates the content. This allows us to, in no time at all, transfer all the necessary components for the product catalogue from the database to the InDesign document.

Lisbeth Gosvig explains further there is plenty of time saved by the fact that the proof reader has to apply changes only into one source, which is their Microsoft Axapta Business database, so Cacidi Extreme can easily update and run a second revision of the catalogue.

MI product catalogue is very uniform in its layout design. This means that all the opportunity Cacidi Extreme brings for design variation in the automated process, is not even taken fully advantage of at this point in time, Lisbeth Gosvig points out.

In the same breath she adds that MI in future productions will add the variety in design that Cacidi Extreme allows, when it comes to varied or free floating design.

## Excellent exchange with databases

The database Cacidi Extreme gets text content, image links and graphics for InDesign from is a Microsoft Axapta so-

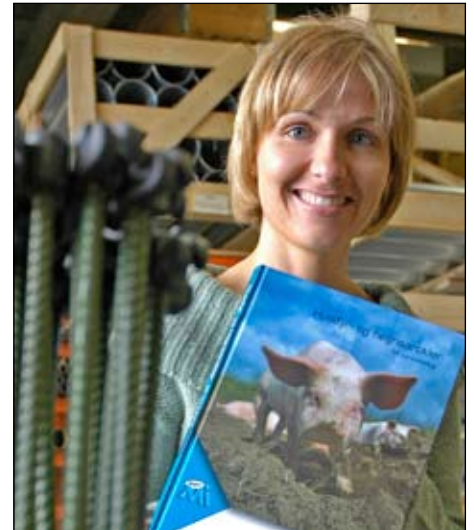


Photo: Lars Lindskov © 2005

lution. The solution is integrated with a Cumulus image database as well.

– Even though it's quick and easy transferring information from Axapta to InDesign with Cacidi Extreme, naturally it's not just to click one button first time you use the system. There's is a considerable task in updating and entering content into the main database and getting photographs of all articles.

In the startup phase it's also necessary having the data structured to output all content and descriptions in a single format file for Cacidi Extreme, but with that said, it's worthwhile emphasising Cacidi Extreme for its efficiency and time saving capabilities, Lisbeth Gosvig concludes.

## Professional support at any time

Lisbeth Gosvig points out the good and competent support she has enjoyed from Cacidi, when helping out in making the data structure process and transfer to InDesign painless.

