

...this is much faster... , I have saved myself more than fifty percent of the time...

When a lot of variables in a pricelist must be taken into consideration, it may seem difficult to have everything organised the right way, before sending it off to print.

At E. Michaelis & Co., marketing coordinator Linda Fjord relies on automation for the heavy part of the process.

E. Michaelis & Co A/S has about 60 employees, and is part of the German IGEPa group.

Michaelis is a paper merchant and business partner for graphic businesses, and has a wide selection of graphic articles and solutions.

The company's mission statement is to create long term relationships with its customers, to ensure high productivity and guaranteed delivery for its profit- and growth focused clients.

Independents do more

– As independent paper merchant, we are not limited by one or more vendors' specific interests – that's why we are able to offer our clients a true business partner relationship, says Linda Fjord and continues: - Our affiliation with IGEPa group, one of Europe's largest unions of paper merchants, enables us to offer our customers premium quality products from the leading paper mills in Europe, as we supply paper for magazines, brochures, books and posters – basically for any kind of creative production printed on paper.

Linda Fjord is in the charge of the

master pricelist catalogues in Michaelis, and is totally in control of the production in any phase from data entry to layout and print. At first thought, production of a pricelist may seem like a fairly simple process, but in a productionlike pricelists for paper merchants, most people do not comprehend the magnitude of factors involved in the production process.

Paper is not just paper - it's a lot of paper!

Paper is available in many article groupings and variations – in different thickness, coatings (glossy, non-glossy, with watermarks, etc.), in different sizes and colours, and on top of that each article item has its own sub-article number to the main group it belongs to.

All this needs to be taken into account, when sorting all material for the pricelist production, that needs to end up in an easily read format.

From database to layout

– The pricelist consists of 270 pages based on an main export from our database. When all records in the database are created, an export in a simple format for Cacidi Extreme is done. With this in place Cacidi Extreme and Adobe InDesign import the records and build the pricelist.

– It's much faster than setting up the pricelist manually. I probably save more than fifty percent of the time by using



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Cacidi Extreme.

– I already used a number of applications from Adobe, so when I saw Cacidi present their Extreme solution at a seminar, and it all appeared very convincing, I made the decision to get started.

– Once you are getting started, things just roll, and I am now able to maintain and update my pricelist using very little time and effort.

In addition, it's worth mentioning, that should I in future productions decide to change parameters in my database, Cacidi Extreme very easily adapts to this, which makes the solution future compliant as well.

