

# More automation... ...it's a necessity competing with the Far East...

– More automation in our production workflow. It's a necessity when competing with low labour cost in the Far East, says Marlene Stochkendahl from the danish advertising bureau Outhouse.

A lot of trivial workhours are saved with Cacidi Extreme, by letting technology take over a range of manual labour.

Outhouse is a graphic bureau and subsidiary of the Copenhagen based brand-bureau Brandhouse. It is a six employee business, and is located in the very heart of Hans Christian Andersens hometown, Odense – Denmark.

Contrary to the great poet, Outhouse does not produce text and images with penholder and scissors, but with modern databases and automation software.

– Our location in Odense is far from coincidental, says Marlene Stochkendahl, who co-founded the business three years ago.

## Order management and creativity separated

Our centralised location allow us to quickly get in contact with our customers all over the country, the bureau manager says, and adds:

I find a great importance in keeping actual production strictly separated from development of branding and advertising concepts. It might sound conservative, but those are two different worlds, and it can be very difficult having all these functions kept under the same roof.

Outhouse strategically aim at volume business and is specialised in prepress work for large circulation productions, like door-to-door distributed consumer ads and catalogues. In their client reference book

you find nation wide hardware retail stores like Imerco and Byggekram.

## First movers in Technology

Business has been fantastic for Outhouse in the three years the bureau has been in business. A key to our success, is that we technologically are first movers, says Marlene.

As an example, we have incorporated the image and text database Publicator, built from scratch by interactive department in Copenhagen, to suit the requirements of each individual customer by our.

– The extensive investment in new technology is a necessity, according to the Outhouse bureau manager:

– There's a natural limit to the work speed for the individual employee, which means that only the newest and most efficient technology prevents the jobs from moving to the Far East.

## Manhours saved with Cacidi Extreme

Cacidi Extreme is among the solutions Outhouse has incorporated to maximise efficiency in their production workflow.

We spend less manhours in a production, since we started using Extreme to flow text and image content from the Publicator database into Adobe InDesign.

## Tedious routines are gone

– Cacidi Extreme has practically taken over all tedious tasks like "copy and paste", manual formatting and image scaling, that we used to spend a lot of time doing. Instead we now spend our time on the more fun and creative assignments.

In the Odense based business, experience



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is now that there are less error in the production flow when using Cacidi Extreme, because images, text and logotypes are now transferred from the database into InDesign in one single process.

– We are now working on using even more features from the Cacidi Extreme Suite, so not just the initial steps of our productions are automated, Marlene says. On the contrary we will now even benefit from the opportunity to use the software to reduce the manual labour closer to deadline.

## A tool of efficiency

– It does require some amount of personal energy to get familiar with the working methods of Cacidi Extreme, but of course with more or less efforts, depending on how many of the software features you will use. But once you get started, there's no doubt you have a tool of efficiency in your hands, Marlene concludes.

