

Dornbos Press, Inc.

Service Bureau and Printer Uses Adobe PageMaker to Turn Creative Graphic Design into High-Quality Publications

Adobe™ PageMaker™

Key Benefits Summary

- Powerful, flexible and easy to use.
- Produces reliable, correct output.
- Offers ability to seamlessly exchange files between Macintosh® and Windows® computers.
- Provides a workflow that fits a printer's business.

Like the builders who turn an architect's vision into reality, Dornbos Press specializes in turning graphic designers' rough layouts into polished, professional publications. Says company president Jim Dornbos, "We produce camera-ready art and plate-ready film from a project that a designer has scribbled on a sheet of paper."

In business continuously for 106 years, the Saginaw, Michigan service bureau and printer has seen the graphic arts industry evolve from the days of dedicated typesetting equipment, reflective art and paste-up boards to the seamless integration of page-layout programs.

"No program integrates the traditional functions into emerging technologies better than Adobe PageMaker," says Dornbos.

"PageMaker does everything a production shop like ours needs to turn out first-rate work."

Cross-Platform Advantages

The 15 employees of Dornbos Press handle jobs ranging from newsletters, brochures and employee benefits manuals to letterpress work such as foil stamping, embossing and die-cutting. The company's customers include everyone from "the local repair shop that wants to project a better image than the quick printer can deliver" to Fortune 100 companies such as General Motors, Dow Chemical and Dow Corning. A third of the shop's work comes from advertising agencies representing those large companies.

Given that wide spectrum of customers, it's inevitable that Dornbos receives files in both Apple® Macintosh and Microsoft® Windows formats. "The ad agencies are Macintosh-only, and the corporations are 99 percent PC-based," says Dornbos. "It's

easy for us to accept jobs started on either platform, since we use Adobe PageMaker software on both."

Because his staff is seen as "the PC experts" in the area, Dornbos says he's often asked by agencies to convert Adobe PageMaker and Adobe Illustrator™ files from Macintosh format to PC files in EPS (Encapsulated PostScript) format.

An Original User

Dornbos has been using PageMaker since it was introduced as the original desktop publishing software. "I've always used PageMaker because it does everything anyone needs to do with a page layout program," he says. "Everybody—including agencies, designers, and customers—has it, and I've never had an incentive to switch."

Several features in version 6.0 help Dornbos Press streamline the production process and produce the highest-quality work. Support for Kodak's PhotoCD™ format enables the shop to import images directly into the PageMaker program. For most images, Dornbos takes advantage of the Sharpen Output and Auto Color Balance options when placing the file, bypassing the need to use an image manipulation program. Another timesaving feature for Dornbos is the ability to crop an image before placing it. Managing a variety of images taken from numerous PhotoCD discs has also been simplified: as Dornbos imports images, he saves them to a local drive as CIE L*a*b color TIFF™ images.

Two advantages of the Color Management capabilities in version 6.0 stand out for Dornbos. "The fidelity of PMS colors on the screen is much improved," he says. "And the support for hi-fi color gives us the



tools and flexibility to go beyond the standard four process colors to give customers rich, saturated colors." Also of value to service bureaus such as Dornbos Press is the ability for users to pre-separate RGB images to disk. "The image quality is excellent," says Dornbos, "and pre-separating the images saves valuable processing time on the raster image processor (RIP). And you see this time savings each time you print."

Version 6.0's enhanced features for working with color make it easier to correct problems in customer-supplied files, says Dornbos. "It happens all too often that a customer will give us the file for a two-color job and we'll open it to find several logos using a half-dozen colors. The Remove Unused Colors feature lets us clean up the color palette quickly and leaves us with fewer decisions to make when outputting the file. And the ability to edit imported spot and process EPS colors saves us from having to go back to the original illustration program to modify the colors or to verify what colors were used."

In addition, the Internet Author plug-in and the ability to save files in the Adobe Portable Document Format (PDF) are two things Dornbos plans to "talk up" with his customers. "I've been telling customers about the advantages of publishing information on the World Wide Web," he says. "These new output formats make it easy to create electronic documents for the Web by leveraging the work we've already done in PageMaker."

A Sensible Workflow

A representative PageMaker project for Dornbos Press is a service club directory complete with contact information and photographs for all members. The shop typically receives a word processing file from the customer and opens the file in the application that created it to insert style tags and do simple text formatting. The file is then converted into a custom ASCII text file and imported into PageMaker, which formats the text according to the tags. Dornbos then simply verifies that all the text was correctly formatted.

"When it comes to SQL™ database files," says Dornbos, "we're now able to import them directly and assign style tags. That saves us the step of creating and keeping track of a custom ASCII text file. It speeds up the process of producing parts lists and catalogs for our customers who store information in SQL databases."

"For someone like me who knows traditional print production methods," says Dornbos, "PageMaker is easy to work with. It integrates the work that used to be done by a typesetter and a paste-up artist into a straightforward, sensible process."

Precision Trapping and Trouble-Free Output

Integrated automatic trapping is an important capability for a service bureau, and Dornbos gives an example of its value in the production process. "Let's say we're imposing a PMS 202 red headline over a blue box where the type partially prints on the box and partially on the white paper. PageMaker will spread only the portion of the type that should be spread so that it will trap correctly for the box and will leave the rest of the

type alone. Other programs require that you spread the entire line of type, so you end up with fat type where you don't want it."

Using the Build Booklet plug-in included with PageMaker, Dornbos Press can create impositions for anything from an eight-page brochure to a 64-page manual made up of multiple PageMaker files. In addition, Dornbos says the shop also finds the Adobe PressWise™ program useful for more complex imposition jobs where pages are of different sizes or orientations.

Perhaps nothing is as frustrating as spending days on a publication only to find it won't print. Dornbos says that doesn't happen with his PageMaker files. "The program reliably produces extremely compliant PostScript™ language code," he says. "It's a snap to scan incoming PageMaker jobs using utilities to verify that all the fonts and graphics are present. At the end of the day, Adobe PageMaker gives a production shop like ours the ability to produce whatever our customers need."

Dornbos Press, Inc. Systems at-a-Glance

Hardware

Macintosh IIci computers
Power Macintosh® 7100 computers
Intel486™/66 PCs
Pentium® 90 PC

Software

Adobe Acrobat™
Adobe CheckList™
Adobe Illustrator
Adobe PageMaker for Windows
Adobe PageMaker for Macintosh
Adobe Photoshop™
Adobe PressWise

Adobe Systems Incorporated
1585 Charleston Road, P.O. Box 7900
Mountain View, CA 94039-7900 USA

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Adobe House, Mid New Cutlins
Edinburgh EH11 4DU
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