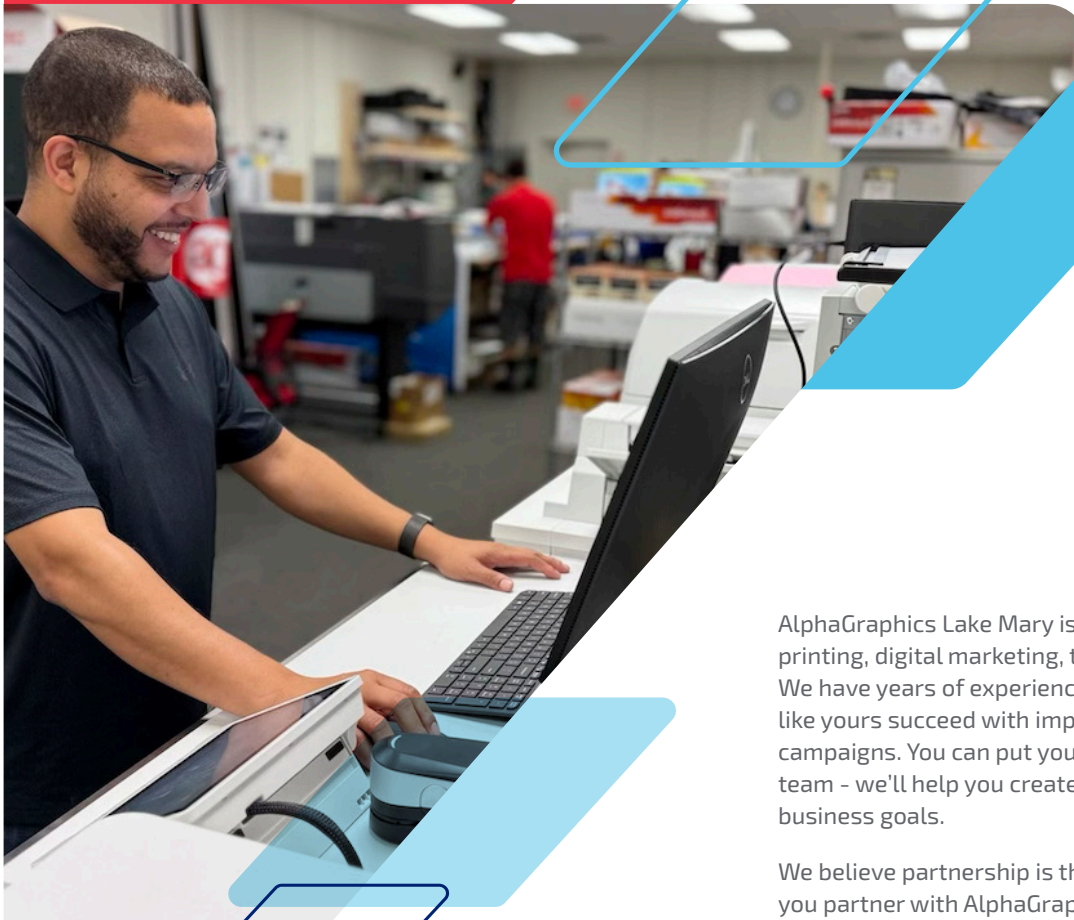# Simplifying print workflows with Fiery JobFlow

Discover how AlphaGraphics in Lake Mary, Florida uses Fiery products to streamline processes, improve quality, and boost efficiency

CASE STUDY

alphagraphics®

AlphaGraphics Lake Mary is your one-stop shop for custom printing, digital marketing, technology services, and more! We have years of experience helping businesses just like yours succeed with impactful print and marketing campaigns. You can put your trust in our experienced team - we'll help you create the perfect strategy for your business goals.

We believe partnership is the key to success, and when you partner with AlphaGraphics you can expect proven expertise, creative solutions, exceptional service, and a true partner. Get in touch with us in Lake Mary today to learn more about our custom print shop and how we can help grow your business.

1061 S. Sun Drive, Suite 1033, Lake Mary, Florida 32746.

alphagraphics.com

Q: Can you tell us about AlphaGraphics Lake Mary?

A: Established in 2007, AlphaGraphics Lake Mary is a locally owned franchise business serving Central Florida. We specialize in high-quality printing, marketing services, and signage solutions, combining cutting-edge technology with personalized service to meet diverse customer needs. Over the years, we've built a strong reputation for excellence, innovation, and reliability, helping our clients stand out in their markets with exceptional solutions.

Q: What makes your print business stand out from the competition?

A: At AlphaGraphics Lake Mary, we believe partnership is the key to success. In our experience, **the best results can be achieved when we work together with our customers towards shared goals.** Whether you are a new business trying to create a unique brand presence or an existing company trying to grow through new account acquisition or current customer retention, our purpose is to help you succeed. Because when more local companies are successful, our community thrives. We do this by providing an integrated platform of traditional and digital marketing and communication solutions, practical business experience, industry expertise, creativity, and custom products and services, such as printing, signs, graphic design, mailing services, branded promotional products, and much more, all delivered on time and within budget.

Q: What equipment do you use in your shop?

A: We started with cutsheet digital printers, which introduced us to the power and efficiency of Fiery servers. Recently, we acquired two state-of-the-art digital presses with the latest Fiery technology, streamlining our operations and even allowing us to provide training to other AlphaGraphics centers.

We also upgraded from Fiery JobFlow Base to the paid version of Fiery JobFlow, leveraging its premium features into key processes like PitStop preflighting, file correction, our online ordering system, and with our large-format department. Additionally, we integrated our wide-format printer and the Duplo DC-618 Slitter/Cutter/Creaser finisher, further enhancing our workflow efficiency and production capabilities.

Q: What are some of the challenges you faced before using Fiery technology?

A: Prepress and production tasks were time-consuming and labor-intensive. Each job required manual file preflighting, imposition, and preparation, which took 15–20 minutes per job. On top of that, the bindery process, including cutting and finishing, created additional bottlenecks. With hundreds of jobs a month, inefficiencies quickly added up and strained our resources.

"The primary advantage of Fiery JobFlow is its ability to eliminate the need for manual imposition, file checks, and queue management. Instead, it operates with a simple drag-and-drop functionality, streamlining the entire process."

\- Daniel Gebon, manager, AlphaGraphics Lake Mary

Q: Why did you choose Fiery servers and Fiery JobFlow?

A: Fiery technology stands out for its advanced automation, reliability, and ability to streamline processes while producing high-quality results. We needed a solution to eliminate time-consuming tasks like manual imposition, file checks, and queue management. **Fiery JobFlow delivered with its intuitive drag-and-drop functionality.** Its integration with our Duplo DC-618 finisher further enhances efficiency by automating the finishing process —seamlessly reading barcodes, selecting jobs, and cuts accurately — minimizing manual intervention.
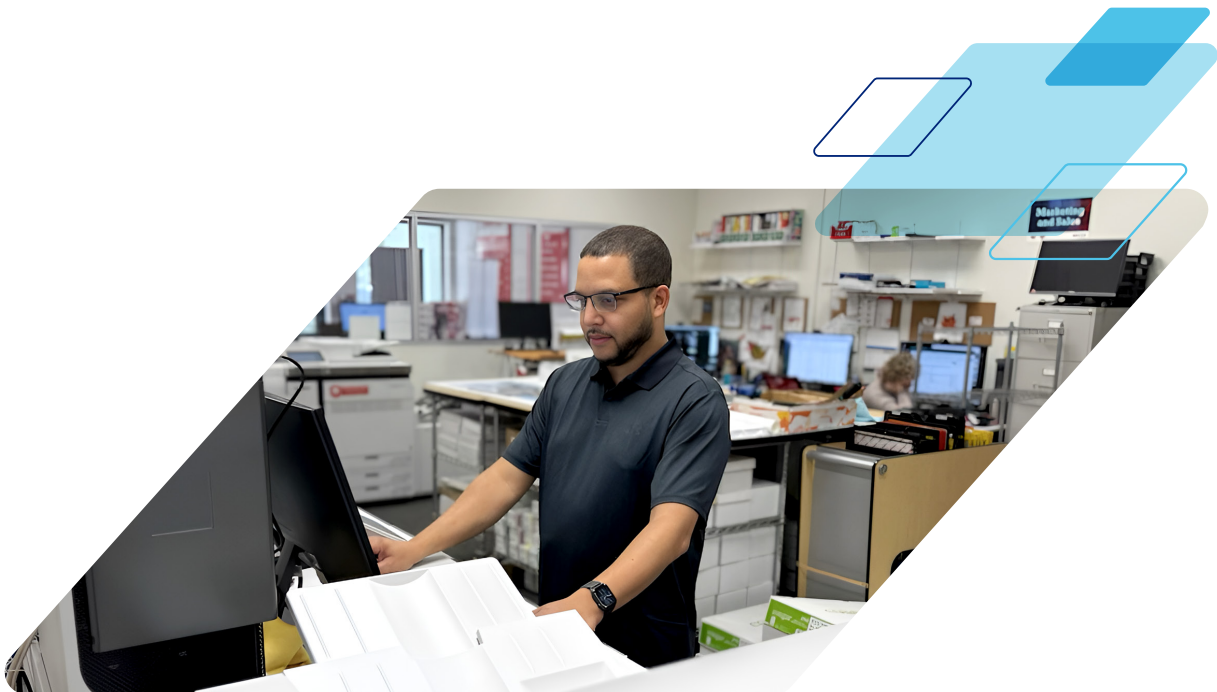
"Overall, we estimate an 80% reduction in the time spent on these processes compared to our pre-integrated Fiery and Duplo workflow. From a business perspective, combining JobFlow and the Duplo offers significant cost savings"

– **Daniel Gebon**

Q: How has Fiery JobFlow improved your workflow?

A: Fiery JobFlow has transformed our operations by automating repetitive, time-consuming tasks. Non-design staff can now preflight files with drag-and-drop workflows, eliminating the need for designers to manually check files. We created JobFlow workflows that automatically corrects common file issues like bleeds, low-resolution images, transparency errors, and trim marks. A preflight report is generated, enabling Customer Service or Sales Representatives to quickly assess if files are print-ready. This frees up design and bindery resources, which were often the main bottlenecks in our workflow. We can now fix common problems in-house, ensuring files are production-ready without requiring customers to resubmit files, improving efficiency and the customer experience. **Also, manual imposition is a thing of the past.** JobFlow ensures every job is imposed accurately and efficiently, and we rely on it for all our imposition needs. JobFlow generates barcodes for our Duplo finisher too, automating cutting and finishing tasks, saving hours of labor.

This **"set it and forget it" solution enables us to handle 200-300 orders per month,** delivering consistent, high-quality results with minimal monitoring. This simplicity and efficiency are the true strengths of JobFlow.

Q: What was it like before using Fiery JobFlow?

A: Before implementing Fiery JobFlow and the Duplo finisher, our workflow was significantly more time-consuming and labor-intensive. Imposition and manual cutting added an extra 15–20 minutes per order, quickly adding up.

Q: What results have you seen since adopting Fiery technology?

A: The integration of Fiery and Duplo automation has streamlined our processes with preprogrammed templates, making the Duplo DC-618 easy to operate and significantly more efficient. The impact has been tremendous in terms of time savings and productivity gains. **Prepress tasks now take 80% less time, allowing our team to focus on other priorities.** Bindery technicians can operate multiple machines at once thanks to automated finishing workflows. Our bindery technician can now run the Duplo DC-618 and operate the guillotine cutter simultaneously, effectively splitting labor costs between tasks. Fiery JobFlow delivers the equivalent workload of an additional staff member, but without the added salary. the combination of JobFlow and Duplo provides significant cost savings compared to hiring extra staff, delivering long-term value.

Q: How would you say Fiery benefits your business?

A: The industry has evolved significantly over the years, and so has our approach to delivering exceptional results. With advancements like Fiery IQ and enhanced analytics, tools such as Fiery Command WorkStation –including features like Spot-On, Graphic Arts Pro Package, Fiery Color Profiler Suite, and Health Reports – have yielded remarkable improvements. These innovations allow us to optimize operations and deliver superior results to our customers.

At the core of our business is a commitment to helping customers bring their vision to life, addressing their unique challenges, and doing so with maximum efficiency and precision. By leveraging cutting-edge technology and streamlining our back-end processes, we not only exceed customer expectations but also build loyalty through exceptional service. This dedication to innovation and problem-solving is what sets us apart in the industry.

About Fiery:

Fiery is the leading provider of digital front ends (DFEs) and workflow solutions for the global print industry. With a customer base that includes over 2 million DFEs sold worldwide, Fiery's industry-leading software and cloud-based technologies deliver the best possible performance, color, and print quality across a broad range of production printing devices.

Fiery's innovative solutions empower commercial print, industrial, packaging, signs and display graphics, ceramics, building materials, textiles, and more. Through over 30 years of excellent support and service, Fiery has built an unmatched community of customers, dealers, and partners.

www.fiery.com

For more information, please visit www.fiery.com