



# maximize

efficiencies and increase revenues

**Kodak**

Unified Workflow Solutions

FOR COMMERCIAL PRINTING




# Kodak Solutions that fit your business

Whatever your size, set up or scale, Kodak is a valuable resource to help you optimize what you have, capitalize on what you can do and profit from partnership. **Kodak** Unified Workflow Solutions match your objectives and your operations—finding the right fit for how you work, what you have to work with and which tools will best enhance your business services and bottom line.

## Expertise for a competitive edge

Few know your business as well as you. We do. Our specialty is creating revenue-generating, cost-cutting capabilities and diversity that deliver what you need to succeed. Add to this our focus on what customers face in business today, emerging trends in the industry and the latest technology, and you have a partner that gives you a world-class competitive edge.





# Tap into today's growth opportunities

You know what customers want these days: higher volumes; shorter runs; web-to-print services; and tight turnarounds on tighter budgets. So you need to do more, faster and better, yet reduce overhead and increase profits. **Kodak** Unified Workflow Solutions are a full line of modular and integrated tools that can help you expand services, attract new clientele and capitalize on profitable trends, while cutting costs and improving efficiencies.

## **Do more**

**Add advertising revenue.** We provide you with all you need to leverage variable data capabilities and produce a full range of campaign elements, including brochures, booklets, inserts, sales sheet and more, all personalized to optimize audience impact and reduce inventory waste.

**Capitalize on catalogs.** Customized publishing and targeted content are hot commodities with clients today. Take advantage of the demand for products with short lifecycles and prosper in the long run.

**Drive profits with direct mail.** Don't be slow stepping into one of printing's fastest growing categories. Expand into services and capabilities to produce booklets, brochures, leaflets, inserts and more to expand your customer base and market share.

## **Do it better**

**Ultra-efficient, integrated workflow** can increase cash flow. Add a wealth of potential to your business with our tools and hands-on help to easily synchronize complex processes and apply proven technology for greater returns on your investment.

## **Kodak Unified Workflow Solutions**

give you more run for your money. Pick and choose scalable tools tailored to your operations and your business objectives. Streamline production from file input to finished work for better productivity and resource allocation.

**Industry leading technology** from Kodak is renowned the world over and we invest significantly in creating the very best tools and techniques to boost efficiency, add on capabilities, speed turnaround and give you more flexibility, accuracy and control.

## **Earn more**

**Outsmart rather than outspend** your competition with scalable, flexible, measurable solutions.

## **Realize cost-saving efficiencies**

for minimal expenditure by adding equipment, components and capabilities as you like. Maximize the ROI of your existing system with a modular solution for faster, better functionality.

**Keep expenses down** by phasing in solutions.

**Apply the time you save** on manual tasks getting on with more important jobs.



# Efficiency and agility tailored to your workflow

Innovative **Kodak** Unified Workflow Solutions are scalable so you have the dexterity to adapt to customer-specific needs easily. Switch between offset and digital projects within a single environment that supports industry standards like JDF and PDF to leverage your existing equipment and increase ROI.

**Strengthen client relationships with Kodak Portal Products.** Give your customers key visibility over the production process and make their job—and yours—easier. Linking the Internet to your workflow speeds online ordering, scheduling, collaboration, status updates, proofing, approvals, digital asset management and more. In return you get:

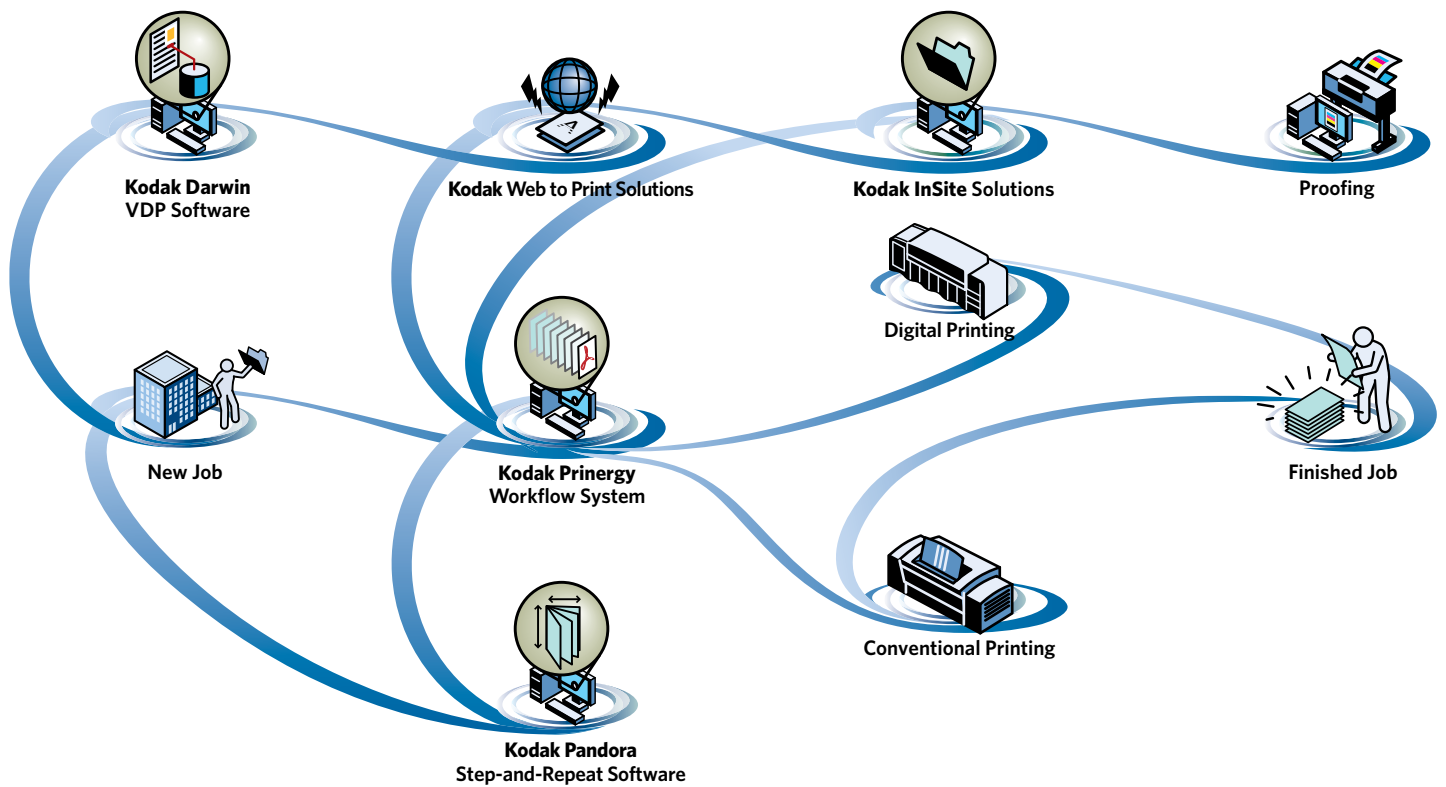
- Reduced costs
- Faster time to market
- Potential new customers
- Stronger partnerships and referrals

**Save time, money and resources with Kodak Prinergy Workflow.** This award-winning solution is a highly-productive, all-in-one power tool. Solve key time and task issues with streamlined production from file input to final output. Improve productivity, resource allocation, time management, profitability and more:

- Automate repetitive daily tasks, prevent manual errors and speed production
- Instantly view job status, review previous data and spot holdups
- Control processes, quality, costs and resources from a central interface

**Profit from e-commerce with Kodak Web to Print Solutions.** Enhance customer service without adding staff. Provide the anytime convenience of online, self-serve ordering, tailored templates, catalogs, variable data print options and commonly-used collateral, all with a click on your corporate branded website.

- Increase market share and client bases with diversified offerings
- Save production and material costs with electronic downloads and print-on-demand
- Leverage the online launch of other revenue-generating collateral such as business cards, stationery, labels and packaging



### **Kodak Unified Workflow Solutions for Commercial Printing**

Kodak Unified Workflow Solutions provide the flexibility and control you need to implement services and solutions that your customers demand, while maximizing on efficiency and reducing costs. The result is improved marketing effectiveness and increased ROI for you and your customer.



# Diversity and economy with top technology

Add capabilities and enterprise-wide efficiencies with Kodak modular tools or integrated solutions suited to your expansion plans and customer demands. Realize bigger returns without a big hit to your overhead.

## **Kodak Prinergy Connect Workflow**

enables powerful file preflighting, color management, trapping and imposition features, as well as advanced screening support, device connectivity and database-driven production control. Add Kodak's Digital Print Integration to command and route digital tasks, optimize press use and load balance jobs from delivery to output with complete visibility across blended environments.

**Kodak Prinergy Evo Workflow** provides outstanding prepress production control, performance and output quality. State-of-the-art PDF processing enables advanced preflighting, normalizing, color management, trapping, and output. Both modular and scalable, with an intuitive user interface, this technology streamlines processes, decreases costs and delivers economies of scale.

## **Kodak InSite Creative Workflow**

**System** empowers you to work with partners and clients around the world via the web. Flexible, instant file sharing, reviewing, revising, proofing and more. Streamlines and speeds up the entire creative process from concept to completion, with audit tracking of every task and user.

**Kodak InSite Asset Library** secures your customer relationships with hosting and managing capabilities for brand and digital assets. Access, apply, size and transfer elements across multi-media channels, web portals and workflow tools with consistency and accuracy.

**Kodak InSite Prepress Portal System** automates critical production procedures and imports client files into your **Kodak Prinergy Workflow** with security yet accessibility to authorized teams, colleagues and partners. Remotely, instantly submit jobs, track progress, collaborate, proof, approve and more.



**Kodak PressProof Software** is a press-side monitor proofing solution that provides clear, consistent color guidance in pressroom settings and utilizes the same color innovations as our SWOP-certified **Kodak Matchprint Virtual Technology** for desktop applications.

**Kodak ColorFlow Software** is a robust solution to manage, track and control color across devices and environments, eliminating the need to switch between platforms and data files. Significantly reduce your production costs, resources and time spent checking and correcting color on disparate systems. Ensure consistency despite varied ink combinations and print stocks, gain flexibility with spot color replacement options and cut consumption expenses using ink optimization features.

**Kodak Matchprint Virtual Technology** ensures color accuracy with consistency across workflow and multi-monitor configurations for real-time collaboration, saving you the time and cost of duplicating and shipping proofs. Add **Kodak InSite Creative Workflow** and **Kodak InSite Prepress Portal System** to manage upstream content creation and approval, and **Kodak PressProof Software** to control downstream press-side proofing.

**Kodak Preps Imposition Software** is an industry-leading solution that supports offset and digital applications as well as content, elements and data from diverse sources. Expect dramatic time and cost savings, that help increase your ROI.

**Kodak Pandora Software** simplifies package layouts with a step-and-repeat tool that's ultra-efficient and labor saving. Easy adaptability to standard platforms such as PDF and JDF enables seamless integration with **Kodak Prinergy Workflow**, and third-party workflows.



# Solutions, service and a world of support

The assurance of having a partner ready to help you is invaluable, especially when you consider how much downtime costs in lost productivity, job backlogs and unhappy customers.

Count on **Kodak** Service and Support to keep your processes running efficiently with equipment optimization, upgrades and expert maintenance. Our technicians have a complete smart parts inventory at hand for quick component replacement and tools to help minimize repair expenses and extend the life of your equipment, resulting in increased investment return and low cost of ownership.

Some 3,000 **Kodak** professionals are here for you in more than 120 countries, many at your service 24/7/365 for responsive support in local languages and regional knowledge of business practices and government regulations. In the printing universe, we're a world of support.



**To learn more about solutions from Kodak:**

Visit [graphics.kodak.com](http://graphics.kodak.com)  
Or in North America, call +1-866-563-2533

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It's time for you **AND** Kodak