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**Baur Offset invests in Fujifilm XMF PressReady Workflow solution**

[Baur Offset](https://www.bauroffset.de/), based in Villingen-Schwenningen, Germany, offers a mix of commercial and packaging printing via both offset and digital print methods. The company has recently invested in Fujifilm’s workflow solution - XMF PressReady, following a successful three month beta trial.

Fujifilm’s XMF PressReady is a revolutionary digital print production workflow system that helps to manage print jobs from multiple sources – such as web-to-print and MIS systems or PDF files supplied by customers – and directs them to an appropriate digital press. It also allows print service providers to automate ordinary and repetitive tasks, enabling press operators to focus on more important aspects of the production process.

A significant part of Baur Offset’s offering, among other things, is business card printing. While requests for business cards continually come into the business, the company produces a specific business card print run once per week, with the aid of XMF PressReady. The incoming PDF files are renamed to contain the customer name, how many copies are required and which media they should be printed on. Based on the names, XMF PressReady groups and prepares printing of the business cards each week, all without any operator intervention required.

Dirk Wöbcke, Managing Director, Baur Offset comments: “XMF PressReady has helped tremendously with automating this section of our business. Aside from the obvious benefits of automating this process, the way it is able to group and sort jobs was also a key benefit.

“After creating the workflow once, which was very user friendly and intuitive to use, the jobs are created each time by PressReady automatically and sent straight to the printer. This has resulted in significant time savings, giving us more time to work on other tasks, such as more complex print jobs.

“Overall, the investment has resulted in 30-50% time saving per job, 30-50% cost saving per job and 15-20% more time for new and other jobs. We are really pleased with how it has benefitted our business.

“What’s more, the service and support offered by the entire Fujifilm team was excellent. We are delighted to have developed a trusted partnership with them.”

John Davies, Workflow Product Group Manager, Fujifilm Europe, comments: “Building on the success of Fujifilm’s commercial XMF Workflow system, XMF PressReady is a dedicated digital print workflow system designed to manage production from job intake to final printed product. The investment by Baur Offset marks an exciting time for Fujifilm as we are able to extend our workflow offering to support the majority of digital presses available on the market, so long as it is driven by a Fiery DFE. We are thrilled to be partnering with Baur Offset and look forward to supporting with their business growth and productivity.”

To learn more about XMF PressReady visit:

[https://print-emea.fujifilm.com/product/xmf-pressready/](https://print-emea.fujifilm.com/product/xmf-pressready/?utm_source=referral&utm_medium=pr&utm_campaign=XMFWorkflowUpgrade)

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**About FUJIFILM Corporation**

FUJIFILM Corporation is one of the major operating companies of FUJIFILM Holdings. Since its founding in 1934, the company has built up a wealth of advanced technologies in the field of photo imaging, and in line with its efforts to become a comprehensive healthcare company, Fujifilm is now applying these technologies to the prevention, diagnosis and treatment of diseases in the Medical and Life Science fields. Fujifilm is also expanding growth in the highly functional materials business, including flat panel display materials, and in the graphic systems and optical devices businesses.

**About FUJIFILM Graphic Communications Division**

FUJIFILM Graphic Communications Division is a stable, long-term partner focussed on delivering high-quality, technically advanced print solutions that help printers develop competitive advantage and grow their businesses. The company’s financial stability and unprecedented investment in R&D enable it to develop proprietary technologies for best-in-class printing. These include pre-press and pressroom solutions for offset, wide-format, and digital print, as well as workflow software for print production management. Fujifilm is committed to minimising the environmental impact of its products and operations, proactively working to preserve the environment, and strives to educate printers about environmental best practice. For more information, visit [fujifilm.com/uk/en/business/graphic](https://www.fujifilm.com/uk/en/business/graphic), or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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