



# A very elegant solution...

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## FOR . A . VERY . DIFFICULT . PROBLEM !

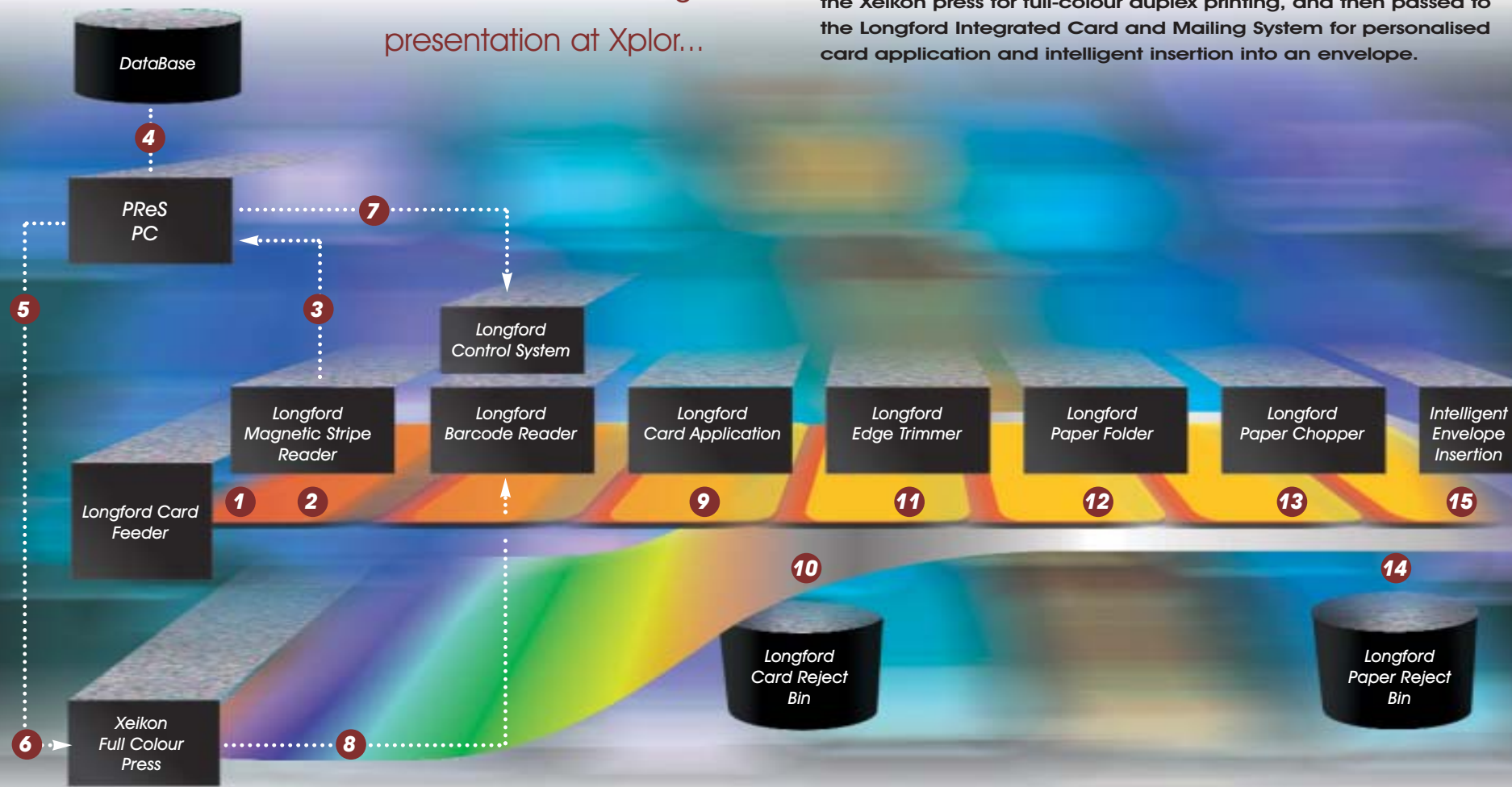
Here is an overview of the PrintSoft and Longford presentation at Xplor...

The process begins with continuous feed blank paper, and a batch of encoded ID Cards. Every ID Card is read and verified against the database by Longford, the page is personalised with PReS, sent to the Xeikon press for full-colour duplex printing, and then passed to the Longford Integrated Card and Mailing System for personalised card application and intelligent insertion into an envelope.

When Longford Equipment began designing their new quality system to affix ID cards to a personalised printed page, they considered many different software vendors for personalisation software. The challenge was to find a software package capable of supporting the range of printers used by their customers. One customer's application may require a Scitex Ink Jet printer running IJPDS data stream, another may require a Xeikon Full Colour press running PostScript. This continual change in printer hardware became a bottleneck in the design process. Each time a new print device was required Longford had to find a software solution not only capable of driving the target printer, but also powerful enough to handle the customer's document design requirements. Each Longford system is custom built to each customer's specifications, requiring an average of 6 months lead-time to build.

Longford found that many of the software systems they had used had limitations, from only being able to handle certain data streams to being unable to handle the complexity of the customer's print requirements. In fact, finding the appropriate software for a particular job proved to take almost as long as it took to build each system!

Longford approached PrintSoft Americas, Inc. to see whether the document creation process could be simplified by acquiring software capable of supporting numerous data streams, and at the same time powerful enough to handle the printing requirements of their customers. PReS enabled them to meet all of these requirements.



- 1 The Longford Card Feeder releases an ID card.
- 2 The magnetic stripe on the card is read by the Longford Magnetic Stripe Reader to acquire the ID number of the card.
- 3 The ID number is sent to the PReS PC via a serial com port.
- 4 PReS uses the card ID number to query the personalisation database to locate the proper information. Once the correct record is found, it is returned to the PReS PC.
- 5 PReS then formats the page for duplex printing on a Xeikon 32D colour press using the database record information.
- 6 Once the formatting is complete, the page is released to the Xeikon colour press for printing. Using continuous feed white paper; all aspects of the page will

- 7 PReS sends an acknowledgment to the Longford Integrated Card System Controller that a record has been found, and that the page has been sent to the Xeikon colour press for printing.
- 8 The Xeikon press prints the entire page, personalisation text, graphics and background colour, along with a page identification barcode. The finished card carrier is then read to verify that the printed page is correct.
- 9 The ID card is then attached to the printed page automatically by hot melt adhesive, and passed on to the Longford Paper Edge Trimmer.
- 10 If the ID card numbers are not readable or valid, the ID card is automatically

- 11 The page is sent to the Paper Edge Trimmer to have the edges sheared off each side, (1/3rd on the top and bottom of the page, leaving the middle of each page connected to each other), to make the page 8.5 inches wide, whether it has a card attached or not.
- 12 After the edges have been trimmed, the page is next "Z" folded mechanically by the paper folder, folding first the bottom and then the top of the page.
- 13 Once the page is folded, it is sent to the paper chopper to separate the pages, cutting out the middle-connecting piece of paper.

- 14 At this point, the folded page is either passed or rejected. If the page is complete, with correct ID card applied to it, the page is passed onto the Intelligent Envelope Inserter. If the page does not have a card applied to it, the Longford Control System has already sent a message to the Paper Reject Bin to have that page rejected. The conveyor belt drops automatically to allow the rejected page to fall into the Paper Reject Bin and then closes back up.
- 15 Completed page with ID card and folded carrier is intelligently inserted along with specific items in a mailing envelope, ready to be sent to processing for postage and mailing.
- 16 The Longford Integrated Card and Mailing System works in continuous motion at 2,700 carriers/hour.

"PrintSoft is able to create the data stream of choice for any print device, whether it's a printer or press, in the Longford system. PReS has simplified our design process. There isn't a piece of printing hardware in the Longford system that PReS can't drive. We no longer have to spend countless hours worrying if the document software will work with a system. PReS has greatly simplified the process by supplying Longford with a solid document platform for printing. Thank you PrintSoft."

**Graydon Latam,**  
National Sales Manager

PrintSoft Americas, Inc. and Longford Equipment made their partnership debut at the 19th Global Xplor Conference & Exhibit, Nashville, Tennessee demonstrating the Integrated Card and Mailing System driven by PReS in conjunction with a Xeikon full colour press.



For more information please contact  
**PrintSoft Americas**