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Andreas Fieber, Process & Workflow Management



Automating for Excellence: How Presse-Druck Streamlined High-Volume Publishing with Pixometry

To enhance Presse-Druck's customer offerings, expand capabilities, and maintain the highest standards for print quality, the company integrated Pixometry to automate their image optimisation processes. Implemented by their long-time workflow partner, Calibrate.at, Pixometry transformed their processes, increased operational efficiency, and attracted new clients by delivering exceptional results for their print products.

Who Is Presse-Druck-und Verlags And What Do You Do?

Presse-Druck-und Verlags-GmbH are based in Augsburg, Germany and are part of the Pressedruck media group. We are a leading full-service media service provider specialising in newspaper production. Among other publications, we produce the **“Augsburger Allgemeine”** which has **18 different daily editions**, as well as various advertising supplements. Additionally, we print weekly periodicals for external clients. In total, we produce around **200 million** copies annually. With approximately 900 employees at our Augsburg site, we focus on combining tradition and forward-thinking to deliver high-quality newspaper products every day.

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► About You: Role, Expertise, and Perspective

My name is Andreas Fieber, and I work in Process and Workflow Management. In my role, I am responsible for reviewing, processing, and optimising all external print data handled by our company. My goal is to ensure the highest quality through highly automated processes and to continuously enhance customer satisfaction.

► The Workflow Before Pixometry: A Look Back

Before the implementation of Pixometry, many images in our company were manually optimized and edited, which was very time-consuming and required significant staff resources. With Pixometry, however, we were able to establish **a fully automated image optimization system** for customer images, available 24/7 without the need for manual intervention.

...And Now?

Now we optimise the images in advance, send them back to our customers, who then use them in their PDF files. The results have been outstanding, the image quality has significantly improved, and issues with poorly prepared customer data in the newspaper sector are now a thing of the past. This has not only increased efficiency but also **significantly improved customer satisfaction**. Complaints are now virtually nonexistent.

► What Were The Drivers Behind Exploring Automated Image Toning?

Limited budget, increased demands on our team, and the desire to serve our customers faster and better while maintaining consistently high quality. These factors prompted us to consider automating image editing.

► What Did You Hope To Achieve With Pixometry?

With Pixometry, we primarily wanted to enhance efficiency and accelerate workflows, allowing more time for creative tasks. Another goal was to ensure consistent quality by achieving uniform and perfect results every time. Additionally, we expected Pixometry to reduce costs by minimising the need for reworking customer data. Scalability was also an important aspect, Pixometry needed to grow alongside our increasing demands, offering us the flexibility to quickly and efficiently adapt our processes as needed.

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> How Did You Discover Pixometry?

We have a long standing relationship with calibrate.at, who recommended and seamlessly implemented Pixometry into our existing Enfocus Switch workflow.

> Did You Compare Pixometry to Other Image Enhancement Options?

Other image optimization solutions were considered and tested, but they had several disadvantages compared to Pixometry. Many were less flexible, harder to configure, and did not adapt well to our specific requirements. Additionally, they were more expensive and delivered less satisfactory results in terms of image quality. For these reasons, we ultimately chose Pixometry, as it provided the best solution for our needs.

> What Made Pixometry the Best Fit for Your Needs?

We chose Pixometry because it excelled in the following three areas:

- > **Outstanding Quality:** Pixometry consistently delivers excellent results in image optimisation, fully meeting our requirements.
- > **Ease of Use:** Its user-friendly interface and seamless integration into our existing workflows made implementation quick and smooth.
- > **Cost-Effectiveness:** Pixometry offers an excellent balance between cost and performance, helping us increase efficiency while optimising investment costs.

> What Results Have Been Achieved Since Implementation?

The implementation of Pixometry provides us with a fully automated image processing solution that operates 24/7, ensuring consistently high image quality for both print and digital projects, regardless of office hours. This has significantly boosted efficiency and attracted new clients. Additionally, we have greatly improved customer satisfaction and loyalty through consistent quality and rapid processing. The use of Pixometry has enabled us to enhance our service offering without the need to increase staffing levels.

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► Were There any Additional Benefits That Came To Light After the Implementation?

After implementing Pixometry, we were pleasantly surprised to find that automation freed up more time for other operational tasks. The software significantly increased our department's effectiveness and transformed our daily workflows. This allowed us to focus more on strategic tasks, ultimately improving overall performance and boosting team satisfaction.

About MedienGruppe Press-Druck

MedienGruppe Press-Druck stands for quality, innovation, and tradition in the field of media and printing services. Based in Augsburg, the company is one of the leading providers of print and digital media in Germany. Among its most well-known publications is the Augsburgener Allgemeine, recognised for its independent and high-quality journalism.

The company philosophy is rooted in a clear commitment to quality, sustainability, and customer satisfaction. MedienGruppe Press-Druck aims to provide its readers and business partners with premium content and tailored solutions. Innovation and progress are central elements of the business strategy, reflected in the continuous optimisation of workflows and the implementation of cutting-edge technologies.

With a strong focus on social and environmental responsibility, MedienGruppe Press-Druck actively contributes to sustainable development in the region while simultaneously meeting the evolving demands of the media landscape.



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About Pixometry



Pixometry streamlines image enhancement workflows at publishers in almost 60 countries. From the largest publishing groups, working with thousands of images a day to smaller, regional titles, Pixometry optimises the image workflow while maintaining high standards for image quality. All while the editorial and advertising teams continue doing what they do best, creating great content.

Pixometry has been focused on automated image enhancement software for publishers since 1997. Formerly known as Elpical Claro, Pixometry has offices in Europe and works with over 20 partners around the world.

With a powerful blend of proprietary toning algorithms and the latest AI technologies Pixometry powers image workflows around the world. Contact us via info@pixometry.com to discuss what's possible. View what's achievable with intelligent image toning, cut-outs and auto key-wording in our [galleries here](#).

www.pixometry.com

About Calibrate



Calibrate Workflow-Consulting GmbH is a key partner for publishing companies. We develop and implement bidirectional interfaces that connect webshops, ERP systems, data verification, automated approval processes, sheet assemblies, as well as printing and finishing machines. In addition, we provide support with content and asset management systems, database-driven catalog production, font management, color management, and the creation of accessible PDFs. office@calibrate.at

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