

# New PDF Optimization: Easily Boost Print Shop Speed to Market?

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Print Service Providers (PSPs), In-Plants, mailers, and the brand owners they serve must rethink their processes. It's time to re-engineer communication creation, onboarding, production, and delivery processes to be competitive. A confluence of customer and industry trends stresses existing print and digital delivery workflows, affecting the ability to produce work that meets customer specifications and Service-Level Agreement (SLA) delivery requirements cost-effectively.

Customer expectations continue to stretch the capabilities of print production in several key areas. To increase the relevance and targeting of their communications, customers are leveraging digital printing to customize and, in some cases, personalize using Variable Data Printing (VDP) solutions. At the same time, the democratization of design

means a greater variation in the quality and number of file formats being created and received from customers. As a result, Print Service Providers (PSPs) must normalize and optimize incoming files or risk problems downstream, where errors are more costly.

Finally, the speed at which customers expect their jobs to be delivered continues to quicken. The era of taking days or weeks to produce a print job has been replaced by next-day or same-day production requirements. Enter research-backed optimization and a standardization strategy to power the future. Ryan and Pat share their thoughts on relevant Keypoint Intelligence research during this Solimar-sponsored webinar. Take a moment, watch, and note these important points made by two industry experts.

Please download your copy of the whitepaper [here](#).



Solimar Systems enables organizations around the globe to onboard, make ready, enhance, manage and deliver print and digital communications. As an early adopter of the PDF output format, our Chemistry™ platform optimizes and drives a variety of print and electronic workflows including transactional and direct mail printing, accessibility, archive services, ...

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