



Case Study **Butler & Tanner** **Dream Books**



Customer

Award-winning
Digital Printer

Challenge

- Variable data book creation
- Easy-to-use web interface for personalization and ordering
- “Lights-out” automation

Solution

- industry-standard programming and design tools
- live link to database from web application
- output to two digital presses

Results

- dreambooks.net
- exceeded sales plan

XMPie Inc.

Headquarters

XMPie Ltd.

Butler & Tanner (B&T) offers digital printing, print-on-demand and variable data printing services to companies in the UK and around the world. A \$55 million investment in color printing over the last 10 years has elevated B&T to its current status as a top printer in the UK. Its success has been recognized through many awards, including *Digital Printer of the Year* in 2004 from *Printing World* and *PrintWeek*, *UK Printer of the Year* in 1995 and 1998 and *UK Book Printer of the Year* six of the last seven years.

Together with a UK publisher, B&T conceived the *Dream Books* project to offer personalized children’s books to young soccer fans. The innovation was to allow full customization of the story in which the child would play for his or her soccer team of choice, with his or her own friends in the English Cup Final. Equipped with top of the line color digital print presses and a state-of-the-art bindery, B&T already possessed the capability to print these superbly entertaining and richly illustrated 36-page color books.

The challenge was to find the software that would support the creative process needed for designing the variable data books, generate the VI print streams needed by these digital print presses, and enable streamlined, “lights-out” integration with the web-based software that was developed to manage book ordering and customization.

Aaron Archer, B&T’s Group Technical Manager, found the solution he was searching for in XMPie PersonalEffect™ software, which quickly became the real magic behind the workflow that made web integration, flexible design and high quality finishing and printing possible.

The creative process was optimized by allowing the design team to work in Adobe® InDesign® CS along with the XMPie uCreate™ plug-in to design the variable book. uPlan™ was utilized to establish the variable data aspects of the project covering the full spectrum of details on the participating UK soccer clubs. uProduce™ acted as a “central hub” for automation that merged data, images and layout, and generated variable data output streams that supported the digital print presses available for B&T – Creo VPS for the two Xerox Docucolor presses and PPML/VDX for the Kodak NexPress 2100 – providing the utmost production flexibility.

A unique capability the XMPie software brought to the project was its ability to pull data from the industry standard, multi-table, relational database used by the web application that captured orders and customized the books. The XMPie uProduce server and B&T’s web application shared this database via a VPN connection, streamlining the ordering and print processes. This capability was a key reason the solution was implemented in record-time.

The infrastructure to produce the *Dream Books* project was completed in record time for the prime Christmas shopping season. Because the process was so cost-effective, Archer sold the books at an incredible value of £15 (\$30US). They were an immediate success, surpassing all sales expectations. Thousands of young soccer fans enjoyed a unique gift that offered them the possibility of teaming up and playing with their soccer heroes. Archer praised XMPie for their responsiveness and support: “Since the installation, XMPie’s support of the solution and further projects has been second to none. They have been able to reduce the stress of implementing a large-volume VDP solution and have been a pleasure to work with.”

one to one in one™

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