



## Who are ESP Colour?

Based in Swindon, ESP Colour is a long established industry recognised innovative business who maximise every technological opportunity to streamline its business performance by developing and utilising the latest software available to improve and enhance their offering.

Fully advanced in their implementation of JDF and automation throughout the business they have seen substantial growth in revenue and profitability, describing themselves as mass manufacturers of commodity printed products.

ESP continues to work closely with their partners Tharstern, Kodak and Heidelberg to refine their strategy and are proving on a daily basis how JDF and rules based automation can transform a business delivering the business growth and cost efficiencies they were looking to achieve at the outset and are continually looking to improve upon.

## What they needed

- **Rules Based Automation**
- **Integration across multi-platforms**
- **Auto ganging on the fly**
- **Integration to Kodak Prinergy and Heidelberg Pressroom and Post press Manager**
- **cXML integration to an in-house developed ecommerce solution**

After Drupa 2008 the management team at ESP came away with an understanding that technology was going to have a massive impact on the industry and decided to develop a process and sales strategy based on maximising JDF and automation.

To achieve the growth in revenue and profitability they were looking for they knew they had to implement automation across the company with the final aim of running a one touch business. Although they had the resources in place to develop some of their desired solutions, they needed partners from within the industry to work with them to create true rules bases automation and Tharstern PRIMO was chosen to be the core of this new strategy



“ We have got true scalability and visibility within the business in real time we are not waiting for a set of data to get processed. At any given time of the day we can see exactly what we are doing in any given environment. ”

## How Tharsten helped

Before implementing their new strategy within the business ESP were turning over £7 million with 64 staff. With the new process in place they are now generating £11.5 million with 50 staff and still have the capacity to grow with the existing head count even though they have seen the number of orders rise from 2,500 to over 10,000. The reason this increased throughput has been possible is through utilising Tharstern PRIMO to integrate all functions within the business using RBA (rules based automation) and JDF / JMF technology. This along with the additional benefit of real time information being available through a series of dashboards for capacity planning, financial performance and the management of pressure points has allowed them to not only see a growth in revenue and throughput but also in profitability.



One area that has seen substantial cost saving efficiencies is at the front end of the business. Before automation was put in place there were 13 touch points to process a job from estimate to the delivery of plates. The implementation of Tharstern PRIMO with integration to Kodak Prinergy, their PrePress workflow tool, has reduced the number touch points to 3, all achieved through rules based automation. The integration does not end there,

ESP have uniquely developed their own online ordering solution to build and grow another important revenue stream. Now a client can go online to submit a file and process an order which automatically goes into Tharstern PRIMO using the cXML plug in available in PRIMO. The efficiencies continue with PRIMO automatically generating a job bag and sending the job for auto ganging using Tharstern's Metrix ganging tool with the ganged job automatically being released to Prinergy once it has hit a certain predefined sales and profit threshold's.

This three-way dialogue between Tharstern, Metrix and Prinergy is happening in real time with no one in ESP touching an online order until it hits the manufacturing process. Once jobs are in production the integration between Heidelberg's Pressroom and Post Press manager and Tharstern's PRIMO continues to add value to the business. Vital information such as run speed and waste is sent to Tharstern in real time giving full visibility of the current status of production for immediate decision making and can also be accessed by ESP's management team remotely.

One advantage to ESP of having in depth, up to date information from all areas of the business that is easily accessible is that they have been able to put a scalable set of rates in place dependent on what the current bindery capacity is. This as well as being able to review the current status of sales activities at any time allows them to get the profit and loss account out by 4pm on the first of the month, just two examples of how ESP are using the wealth of data Tharstern PRIMO provides.

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