



Customer Story: Penthion Media Technologies, The Netherlands

press release

callas pdfToolbox: digital gatekeeper for Penthion Media Technologies

Berlin, 18 December 2013 – With the rising amount of new publication channels on the market, publishers not only need to publish content but also manage it. This has led to a significant growth in the demand for content management solutions over the past years. Additionally publishers are more frequently looking for self-service environments to reduce the in-house cost of supporting their clients. This explains the success of the solution Penthion brought to the market, a self-service solution for the entire publishing process that provides complete and integrated automation using callas pdfToolbox Server for certifying their PDFs.

In June 2012, Penthion started evaluating callas pdfToolbox; the main reason was their involvement in a pilot project for a big customer who had a strong preference for the callas software solution. Based on their evaluation of the technology and their experience with the callas organization itself, they decided to not only use pdfToolbox for this one project but forge a closer business relationship with callas software. “We decided to replace our own PDF checker with callas pdfToolbox as this is a more economical solution for us. It also provides us with new features, improved efficiency, updates and better technical support” explains Mr. Tjepkema, Owner and Managing Director of Penthion Media Technologies. The first integrated solution went into production at the beginning of 2013.



Spend time on Sales – not on material handling

callas pdfToolbox Server was integrated into Penthion’s online Ad|Portal delivery platform. The Ad|Portal upload module is their digital gatekeeper for publishers. Using the Ad|Portal advertisers can upload PDF files, which will be checked and – if possible – fixed instantly and converted into certified PDF files using the integrated callas technology. callas pdfToolbox Server does it all in the background: automated high quality preflighting and reliable automatic correction of PDF files. It speeds up job turn around times and significantly reduces error rates. Jan–Peter Tjepkema continues: “Uploading ads has never been more simple than with using the Ad|Portal. It also supports the workflow of the publisher and sends automatically generated emails to advertisers. It manages deadlines and will act according to these. With the integrated pdfToolbox Server, the Ad|Portal supports the upload of print and/or online material. And of course we can handle ready-made material or material ready for setting.”

The use of the Ad|Portal gives the publisher more time to spend on sales instead of tedious material handling. The pro-active approach of the Ad|Portal always means that both publisher and advertiser are in control.

“Our main challenge remains convincing publishers that there is a market out there and that there is still plenty of money to be spent and earned”, concludes Jan–Peter Tjepkema. “We are constantly striving for building sustainable solutions with our customers and our biggest opportunity is providing a pay-per-use business model. In this model we earn money when the publisher earns money without any major initial investment. It’s in fact a turnkey solution.”

About pdfToolbox Server

callas pdfToolbox Server automates and standardizes the process of file delivery and reception. For print, publishing, advertising, packaging and design companies, it offers the most comprehensive solution for automated high quality preflighting and reliable automatic correction of PDF files through the use of hot folders. Fully multi-processor aware, callas pdfToolbox Server easily scales with their customer’s needs and built on the Adobe PDF Library it provides rock-solid processing. A command-line version and full developer SDK are available when it’s necessary to provide closer integration.

From the developers of Adobe® Acrobat®'s Preflight technology, pdfToolbox Server offers comprehensive, yet easy to use:

- PDF preflighting and automatic correction
- Automatic conversion of Microsoft Office files as well as OpenOffice documents into print-ready PDFs
- Impositioning from simple booklets to fully-fledged brochures and books
- Automatic transparency flattening (Windows, OS X and Linux)
- Extensive web-development kit for easy integration

The optional DeviceLink set provides easy repurposing of files for different printing conditions.

Prices and availability

callas pdfToolbox comes in two versions:

- pdfToolbox Desktop for manual processing as a plug-in within Adobe Acrobat or standalone starts at 499 EUR.
- pdfToolbox Server for fully automated, hands-off processing starts at 3999 EUR.

For further inquiries regarding availability, price, options or return on investment, please contact sales@fourpees.com.

A fully functional time-limited trial version can be downloaded from <http://www.callassoftware.com/callas/doku.php/en:download>

About Penthion

Since more than 15 years Penthion Media Technologies operates as an A-Z supplier of automation solutions for both magazine and newspaper publishers. They offer a complete and integrated automation solution for the entire publishing process. Penthion works daily on optimizing and professionalizing automation processes. They do this by listening carefully to the needs of their customers and by closely following the developments in the market. Their solutions are user-friendly, scalable, time and cost saving. Penthion is the exclusive supplier of all products from the Finnish company Oy Anygraaf in the Netherlands and in Belgium. Penthion is privately owned and located in Assen, The Netherlands. For more information, visit the website: www.penthion.nl.

About callas software

callas software finds simple ways to handle complex PDF challenges. As a technology innovator, callas software develops and markets PDF technology for publishing, print production, document exchange and document archiving. callas software helps agencies, publishing companies and printers to meet the challenges they face by providing software to preflight, correct and repurpose PDF files for print production and electronic publishing. Businesses and government agencies all over the world rely on callas software's future-proof, fully PDF/A compliant archiving products.

In addition, callas software technology is available as a programming library (SDK) for developers with a need for PDF optimization, validation and correction. Software vendors such as Adobe®, Quark®, Xerox®, Hewlett Packard® and many others have recognized the quality and flexibility provided by these callas tools and have incorporated them into their solutions.

callas software actively supports international standards and has been participating in ISO, CIP4, the European Color Initiative (ECI), Ghent PDF Workgroup, FOGRA, AIIIM and BITKOM. In addition, callas software is a founding member of the PDF Association and in October 2010, Olaf Drümmer became its chairman.

callas software is based in Berlin, Germany. For more information, visit the callas software website at: <http://www.callassoftware.com>.

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