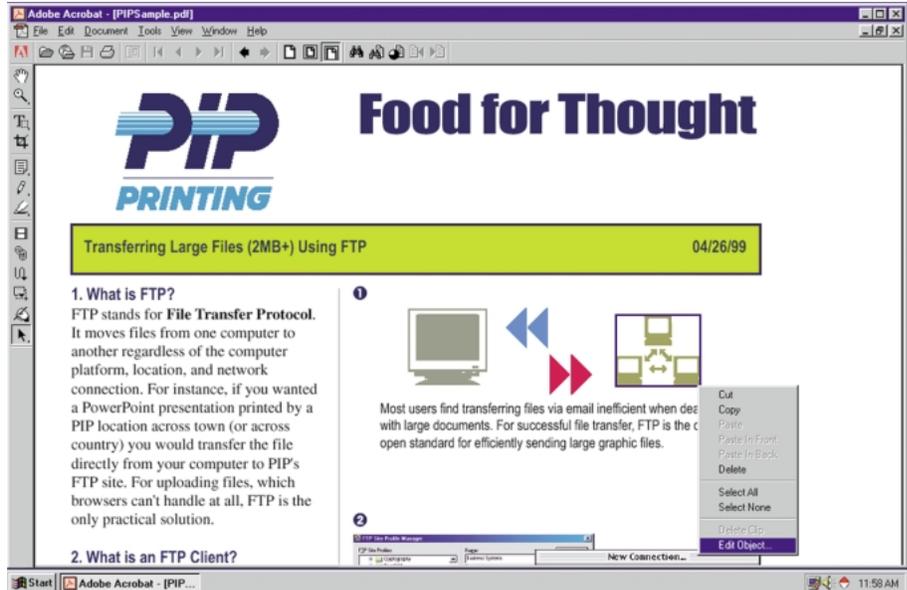


## PIP Printing

*PIP Printing Franchises Ahead of the Game with Acrobat 4.0 and Adobe Portable Document Format (PDF)*

Adobe® Acrobat®



**Using Acrobat 4.0, PIP Printing can streamline print production and improve customer service. For example, designers can edit artwork embedded in a PDF file by selecting an image and launching applications such as Adobe Illustrator or Adobe Photoshop directly from the PDF file. Edits are automatically captured within the PDF file. PIP can also improve color-printing quality using enhanced color-management capabilities in Acrobat 4.0.**

### Key Benefits

- Acrobat 4.0 helps PIP gain a competitive advantage by enhancing customer services.
- PIP franchisees can print customer files faster thanks to efficient workflows enabled by PDF.
- The ability to repurpose documents in PDF for print or the Web creates additional revenue opportunities for PIP owners.
- Late-stage editing in Acrobat 4.0 speeds print cycles by allowing PIP employees to edit artwork in PDF using Adobe Illustrator® or Adobe Photoshop®.
- Enhanced color-management capabilities in Acrobat 4.0 help PIP reduce errors and improve color-printing quality.
- Platform- and application-independent PDF files lower PIP's cost of distributing training and marketing materials over its intranet.

If you convert a digital file to PDF, it will print! PIP Printing has begun to see PDF as a solution for improving customer service. Because PIP serves customers with a variety of computer and software configurations and knowledge levels, its franchisees must often educate their customers about how to prepare a digital file so that it will print. Adobe Acrobat 4.0 and PDF now allow PIP to output customer files with more consistency, predictability, and flexibility, regardless of the customer's hardware or software.

“With Adobe Acrobat 4.0 and PDF, we no longer have to worry about where the fonts and graphics are and whether a file will print. This can cut production time in half and ultimately improve customer service,” says Rob Vargas, training specialist for PIP Printing, a company with nearly 500

franchise locations that provide traditional offset printing, digital prepress production services, and high-end color printing for businesses across the United States.

### Acrobat 4.0: A Boon for Printing, Communications

PIP is excited by the new capabilities of Acrobat 4.0 for streamlining production processes. For example, with Acrobat 4.0 PIP can quickly correct problems with customer files using Adobe Illustrator or Adobe Photoshop software. The company can also save time and improve color printing quality using enhanced color-management capabilities in Acrobat 4.0. “New capabilities in Acrobat 4.0 such as color management and the ability to edit materials with Illustrator and Photoshop go a long way toward solving some of our most pressing challenges,” says Vargas.



## Simplifying a Complex Process with Acrobat 4.0 and PDF

PIP franchisees provide many high-end services that can create customer service challenges. Digital files such as large format posters, annual reports, and newsletters frequently have missing fonts or graphic elements, corrupt native files, incorrect color gamuts, and incompatibilities in cross-platform applications. According to Vargas, most customers do not want to get bogged down with the complexities of the printing—they just want their print jobs completed on time. Educating customers about how to properly prepare files for both traditional and digital printing is PIP's strongest customer service commitment. "It's hardly a good business practice to consistently tell customers that a file is in the RGB color gamut, and it has to be in CMYK for us to print it," explains Vargas.

To overcome these challenges, PIP has begun converting—and encouraging customers to convert—files to PDF before bringing them in for printing. The result is a single, compact PDF file that contains all the graphics, fonts, text, images, and other elements required to print the file correctly. Conversion to PDF allows PIP to receive digital files without the worry of software or platform compatibility, which translates into increased productivity not only for PIP franchisees, but also their customers.

Once a file is in PDF, PIP employees can use Acrobat 4.0 to easily work with it. For example, they can use Illustrator to change the color gamut, or Photoshop to remove or add text or graphics. "Now, we can do the work of correcting and updating a file—no matter where it came from or how it was created. Acrobat 4.0 and PDF are that powerful!" says Vargas.

Acrobat 4.0 also helps PIP print color files more efficiently. Acrobat 4.0 supports color-management systems such as Apple ColorSync, giving PIP more control over how color will look when it is output. "Whether a file came from a PC or Macintosh computer, and whether it's being printed to a RIP, a color laser printer, or a digital press, Acrobat 4.0 will enable us to get efficient output with predictable color," explains Vargas. "This is a huge benefit for us when printing color files."

---

*"Whether a file came from a PC or Macintosh computer, and whether it's being printed to a RIP, a color laser printer, or a digital press, Acrobat 4.0 will enable us to get efficient output with predictable color. This is a huge benefit for us when printing color files."*

—Rob Vargas,  
Training Specialist,  
PIP Printing National Support Center

---

## Documents for Print, the Web, and CD-ROM

In addition to streamlining creation and printing of documents, PIP can also use Acrobat 4.0 to more easily repurpose documents for the Web, print, and CD-ROM. "For PIP owners, production time is money. With Acrobat 4.0, an owner can more easily take a document and print a large-format poster, and the following day convert it to GIF and post it to the Web. Suddenly, one document is serving two or three different purposes. That saves time and ultimately creates more revenue for our owners," says Vargas.

PIP Printing's National Support Center is also using Acrobat 4.0 and PDF to more cost-effectively distribute training and marketing materials to its franchise network. Instead of mailing out expensive paper-based documents, PIP posts hundreds of documents such as white papers and marketing materials in PDF on its intranet for easy access. Using Acrobat 4.0 for Windows, PIP can add Web links or bookmarks to create more compelling, information-rich digital documents. "Acrobat 4.0 and the universal portability of PDF play an important role in our ability to distribute information more efficiently," Vargas explains.

## Creating a Competitive Edge

While every PIP franchise has a different cost structure, Vargas sees the potential in adopting Acrobat 4.0 and PDF to become a standard part of the workflow, which can result in significant time and cost savings. "Acrobat 4.0 and PDF allow customers and us to pinpoint problems up-front," says Vargas. "This certainly results in cost and time savings, and contributes to improved customer service—all critical to helping us keep our competitive edge."

### PIP Printing Systems At-A-Glance

#### Software

Adobe Acrobat 4.0  
Adobe Illustrator  
Adobe Photoshop  
Adobe PageMaker®

#### Hardware

Apple Power Macintosh G3  
Pentium®-based PCs

**Adobe Systems Incorporated** 345 Park Avenue, San Jose, CA 95110-2704 USA  
**Adobe Systems Pty. Ltd.** Level 4, 67 Albert Avenue, Chatswood, NSW 2067, Australia  
**Adobe Systems Europe Limited** Adobe House, Mid New Cullins, Edinburgh EH11 4DU, Scotland, United Kingdom  
**Adobe Systems Co., Ltd.** Yebisu Garden Place Tower, 4-20-3 Ebisu, Shibuya-ku, Tokyo 150-6017 Japan  
**World Wide Web** [www.adobe.com](http://www.adobe.com)

Adobe, the Adobe logo, Acrobat, Illustrator, PageMaker, and Photoshop are trademarks of Adobe Systems Incorporated. Apple, Macintosh, and Power Macintosh are trademarks of Apple Computer, Inc., registered in the United States and/or other countries. Windows is either a registered trademark or a trademark of Microsoft Corporation in the United States and/or other countries. Pentium is a registered trademark of Intel Corporation. All other trademarks are the property of their respective owners.

This spotlight contains illustrations of how customers use Adobe products and the results achieved. Many factors contributed to the results and benefits described. Adobe and/or its customers do not guarantee the same or similar results for other customers.

© 1999 Adobe Systems Incorporated. All rights reserved. Printed in the USA.  
BC1463 6/99