



oriflame

## Securing Catalogue Production With OneVision Asura

Difficult tasks are not a barrier but a challenge – that’s the motto of Köllen Druck. For fast, professional, and uncomplicated printing, the company uses OneVision prepress software.

Oriflame has committed itself to prove that economical efficiency can be combined with environmental and moral concepts. They believe that corporations have the same moral responsibilities as individuals. Oriflame’s ethical and environmental principles cover everything from materials to factory conditions. The company never tested ingredients on animals. For years Oriflame has used only paper from managed forests in catalogues. They do not use PVC and whenever possible they use recycled materials and energy saving transportations. The rightness of Oriflame’s approach is proven by the fact that today, almost 40 years after the company’s foundation, Oriflame is one of the major direct selling cosmetics companies in the world and today is present in more than 50 markets.

The company has committed itself to be best-in-class. To be able to serve and inform their customers and interested parties about the wide product range, they produce and print nearly 72 million catalogues in 35 languages every year. Oriflame has its own graphic arts department to design the high quality catalogues as well as packaging. With regard to the high quality level they founded their own prepress department in 1999. The employees in that prepress area, called “Retouching”, ensure that all files transferred to Oriflame’s contract printers fulfil the high quality standard. For that reason, they have to check and correct all incoming documents from the graphic arts department. They especially verify the quality of layout and pictures.

Since the start of their prepress department Oriflame has been trusting in software from OneVision and never worked without Asura. Until today they run three Asuras for file-prefining and agreed to a maintenance agreement this summer to profit by the additional benefits – especially continuous upgrades and updates as well as hotline-support and constant product and company information.

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Mats Lundström, Prepress Production Coordinator, about the use of software in the prepress area: "We are using the products heavily. The three versions are running all day. We cannot work without OneVision products – as actually, we never did."

Ever since Oriflame profited from massively reduced manual processes in their prepress area. "OneVision's software offers us the possibility to check files automatically. Furthermore Asura corrects errors that would usually need manual intervention. We set the criteria – Asura does the rest. That saves us a lot of time." Files handed out to contract printers can be ripped and printed immediately without any problems.

Oriflame profits from high quality print products. The catalogue visualizes Oriflame's products to customers or interested parties. Thanks to OneVision's software Asura Oriflame can proudly face its customers. The catalogue also displays Oriflame's commitment to highest quality.

Interested? Then click [www.OneVision.com](http://www.OneVision.com) for further information.

If you would like to know more about Oriflame, please visit [www.oriflame.com](http://www.oriflame.com)



## Simplify Print and Media

OneVision is a multi-national software company providing innovative, cost-effective software solutions designed to secure and optimize complex workflows in print and media production. OneVision software saves time and expense assisting its clients in improving the speed, security, and simplicity of their workflows.

OneVision's customers include leading newspaper & magazine publishers, commercial printers, prepress companies, advertising agencies, and industrial enterprises. With more than 10 years of extensive experience in developing software for the graphic arts, OneVision today is one of the world's leading suppliers of software technologies for digital printing and publishing applications. As a market leader OneVision advances their customers' interests in associations such as CIP4, PrintCity, NGP, Ghent PDF Workgroup, Ifra or NAA as well as in ISO committees.

OneVision's quality management system is certified based on ISO 9001:2000 standards.

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We look forward to supporting you in optimizing your workflow.

For details, please visit: [www.OneVision.com](http://www.OneVision.com)