



# Dialogue

Wetzel, Mac OS9, New AVA Archive, Training, New Product Portfolio and much more!

Winter 1999 / 2000

## Wetzel chooses AVA for move into North America

"With our AVA equipment, we plan on having the most state of the art colour separation studio in North America, if not the world."  
*Dick Lewis, WGT Inc.*

The new **Wetzel Processing Group** is much more than a new logo. The new corporate identity includes new premises, new organisational structure and most importantly new opportunities in new markets. With the opening of Wetzel Graphics Toronto Inc. (WGT), Wetzel is expanding into North America and **AVA** will be their key technology partner.

Three years ago, when Wetzel began working with AVA, one could stroll through their studio at the head office in Southern Germany and see nothing but Silicon Graphics machines. Now, only a few years later, one is struck by the number of colourful Apple Macs spread throughout the studio running AVA software. "We've always been at the forefront of the digital colour separation field and we want to stay there" says Martin Siebold, CEO Operations. "That is why we began working with AVA and have chosen them to help us with our push into North America."

Wetzel is a global supplier to the decorative, packaging and industrial embossing markets. In the decorative division alone, Wetzel has operations

in seven different countries and employs over 140 people. Wetzel is a leader in wallpaper colour separation, embossing technology and engraving of flexo and gravure cylinders.



For a long time Wetzel have been supplying the market in North America from Germany. However, within the last three years, they have built a partnership with one of the largest engravers in North America, Southern Graphics Systems Inc. (SGS).

This partnership was formed not only to supply Wetzel's customers with local engraving but also to provide a better level of service. "Our partnership with SGS has really helped us create a strong foothold in this market. We have learned a great deal about the market and the specific needs and concerns of the North American wallpaper manufacturer. The time is now right to make a stronger commitment to

this market." says Richard White, COO sales, Wetzel decorative division.

This partnership with SGS has worked so well for Wetzel that they have decided not to invest in the heavy capital equipment needed for engraving locally but instead to focus solely on what they feel is the value adding part of the process. "With engraving technology the way it is today, it is difficult to differentiate yourself in this process" says Richard. "The real value added and know-how is in the interpretation of the design, the colour separation and the service you provide. This is why we have decided to stick with what works on the engraving side and join up with AVA to bring our expertise in colour separation to this market."

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WGT: Dick Lewis, Ina Schweizer & Axel Haenssler

continued...


# Wetzel

Along with the best and newest hardware and software, the new General Manager for WGT, Dick Lewis, will be bringing with him a team from Germany who will assist him in building up the skills and know-how in the new company.

"Typically, when it comes to the software side of wallpaper colour separation, the market in North America has been dominated by less than ideal technology," says Dick.


**"We are bringing a Formula 1 car into a race which, up until now, has been driven with Model A's. With our AVA equipment, we plan on having the most state of the art colour separation studio in North America, if not the world."**

Dick continues, "AVA will be a big part of our strategy in North America. With the press profiling and other new tools that AVA have introduced, we believe we will have a distinct advantage over competitors who don't have this technology."

Having tested the waters in North America, Wetzel appear to like what they see and have decided that it's time to jump in. 

## AVA Tips

Here's how to get the best results when using the AVA **Emboss** filter in the AVA software:

1. Create an 8 bit black layer, make all the layers 'Visible' and apply 'Continuous Tone' to this new layer.
2. (Optional) Run the Blur filter on this layer. This is most important if the original layer was non tonal.
3. Run the 'Emboss' filter on the new layer.
4. Place this layer on top of the original design to see the Embossed effect. Use the Gamma tool on the layer to improve the result even further. 

# Nine Reasons for OS9

The Operating System on your computer is one of the most important areas that you should maintain. Just like keeping an eye on the oil levels in your car, your OS needs to be kept up to date.

Apple release a new OS every 12 months, with an update after a further six and it's the best value boost you can give to your computer's performance. Mac OS 9 is packed with



New Sherlock 2

over 50 new features. Here's nine reasons why it's such a great investment:

**1 Sherlock 2.** Why use a search engine on the Internet when Sherlock will look at a whole series of them for you? Simply type in your search criteria and Sherlock hunts through multiple search engines for you.

**2 Encryption.** Securely send files across the Internet with Mac OS 9's high levels of encryption.

**3 Voiceprint Password.** More secure than standard passwords, you can access your files by talking to your Mac.

**4 Keychain.** Use your voice or a typed password to give you access to all those other passwords that are so easily forgotten. Now all you need to do is remember one of them!



Personalised Macs

**5 Auto Updating.** For some applications, OS 9 will automatically download software updates over the Internet, ensuring it remains current.

**6 Multiple Users.** Share your Mac with your colleagues and it will still feel like your own! Tell it who you are and it remembers all your preferences.



**7 File Sharing over the Internet.** Share files, folders and data over the Internet in the same way that you would over your network.


**8 AppleScript over TCP/IP.** Lets you control your Mac (or a series of Macs) remotely over the Internet.

**9 Network Browser.** The Network Browser in Mac OS 9 lets you find Internet file servers, FTP servers and web servers as easily as you would find your network printers!



Voiceprint Password

So for the AVA user, how will it all help? Mac OS9 provides increased stability, improved large file handling and more effective use of memory space compared to your current OS.

It only costs about US\$99 (£79 inc VAT), is an upgrade that adds significantly more to your computer than its price would suggest, and you just need an Apple PowerPC to put it on. For further help, please contact AVA or visit the Apple website at [www.apple.com](http://www.apple.com) 



# Turn your stars into a galaxy!

## AVA **ADVANCE** "Feature Refresher" days – available February 2000

**A**VA's new group training suite at the Macclesfield offices has been in use every day since it was first opened in September 1999, mostly by the initial group of [placement students](#) being trained in the AVA software and receiving a general introduction to the industry as a whole. They will be available to prospective employers from February 2000. Please contact us if you would like to meet with any of them.

However, for two weeks in February, we are holding a limited number of **Feature Refresher** days, for training CAD Operators in the new features that were released in 1999.

It's your opportunity to turn your CAD stars into a galaxy of highly trained, proficient and productive operators, using the latest and fastest techniques.

With a top of the range Epson projector linked up to an Apple iMac, the AVA trainer can tutor up to four trainees, all of whom will be using brand




The AVA Training Suite

new, individual Apple Macs with double Sony monitors and graphics tablets.

Training will include all aspects of the software and bring your CAD team right up to date. Covering every single new feature released in the previous twelve

months, this is a sure fire way of improving the capability of your CAD Operators and the productivity of your studio.

Prices for the sessions are £200 per trainee, per day – significantly less than our usual one to one training. For four people, the whole room and trainer can be booked for £700 a day.

This is an excellent way to quickly implement a focussed burst of training for the whole CAD Studio, which can then be supplemented by more traditional one-to-one methods as required. We will be sending further details to our customers in the next few weeks, but we have already taken bookings for several of the days, so please call Customer Services now to reserve your places. 

## New Internet and Multi User versions of AVA Archive for 2000

**T**he internet has, over the last couple of years, had a significant impact on the way we are all able to do business with our customers and suppliers, opening new doors, reducing costs and creating exciting opportunities. Coupled with this have been many major developments in computer networking plus significant increases in processor speed.

At AVA, we have looked at how best to harness this technological progress and developed AVA Archive to fit in with this new way of working.

The original concept of Archive was to provide a simple, and visually driven design database which could easily be retrieved for reworking or recoloring by a single user.

Whilst the new AVA Archive retains this functionality there are now three new variants that offer exciting new concepts.

**AVA Archive Plus:** Designed specifically as an advanced Sales &


Marketing tool, this works on the super-powerful Apple Powerbook laptop computers enabling the sales person or designer to show portfolios of artwork, separated designs or digital photographs, together with colourways of the separated designs and roomsets to customers. This can be either directly on the high quality laptop screen or via one of the new generation of high power projectors in large scale on a screen or wall.

Development of a new file compression technique has also enabled us to show large thumbnails for a rapid view of each file, with no loss of quality and resolution.

**AVA Archive NW:** A server based archive allows any number of different users to simultaneously view and edit records from any station on a network – local or remote. (It's possible to password protect editing if required). Users in different departments (or even on opposite sides of the Atlantic) can view, rework, recolor or edit information connected with a design with the confidence that they – and all the other users – are working with the latest version of the design.

**AVA Archive Internet:** Using a standard web browser, it is now possible to publish your archive to a worldwide audience. With password protection, you can decide who sees it; from sales staff to all your prospective end consumers. Instant updating, high quality imagery and a powerful search engine lead the way for you to break into e-commerce and assistance with page design from AVA will get you up and running straight away. Sales staff can show customers designs on line, on any platform and place orders and requests on location, knowing that the information they are seeing is up to date.

The new AVA Archive is fully upgradeable from existing systems and offers the world of opportunities for organising, controlling, accessing and selling designs and images.

For a demonstration, please call AVA, and if you already have access to the internet, you can even sample the system for yourself online! 

# The New AVA Product Portfolio

**W**e've noticed some big changes over the last two or three years in all of the industries which we serve. Traditional boundaries between designer, colourist, printer and engraver have started to blur as technology has encouraged customers to move into new areas of the value adding chain or to work in much closer partnership with external suppliers in search of cost savings and for greater speed to market.

AVA's new modular product portfolio has been designed in response to these changing market dynamics.

The basic concept of the new system is to provide each customer, or each workstation within a larger operation, with exactly the software needed for the relevant tasks to be carried out – hence the new module names.

This has the dual benefit of giving complete flexibility in work flow design to the customer, whilst keeping costs to a minimum because you and your customers / suppliers need only pay for the functions which you really require on each station.

Having spent a lot of time talking with our customers and discussing the desired functionality, the software is much more closely geared to what we've found you want to do with it.

**Here's a quick overview, which describes in brief how the new modules fit together:**

There are three "families" of software modules, all of which can be used in conjunction with each other.

## AVA Dialogue

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**Design & Separation** includes:

**AVA Create & Repeat** – for editing and manipulating designs in full realtime repeat working from existing, new and scanned in artwork or files.

**AVA Quick Separations** – all the functionality of Create & Repeat, plus the ability to quickly and easily create flat and fully tonal separations for colouring purposes.



**AVA Technical Separations** – all the functionality of the previous two modules, as well as a number of advanced separation techniques enabling the production of engraver ready separations.

**Colouring** includes:

**AVA Colour** – monitor to printer calibration for the highest levels of colour matching, as well as full colour file integration, presentations, storyboards and powerful Quick Colourways layout features.

**AVA Production Colour** – monitor to production press calibration, including both software and consultancy, using AVA's vast proven experience in generating successful overprinting models and tonal databases.

**Accessories** includes:

**AVA Archive** – please see the article inside for a full description of the new Archive modules.

**AVA Materialize** – import digital photographs, artwork or fully separated designs into photographic environments for realistic representations on people, furniture or roomset walls, floors and fabrics.

**AVA Jacquard & Dobby** – High level weaving functionality for producing custom jacquard designs, as well as checks, stripes and plaids with custom threading and pegplans.

A fuller description of each module can be gained from our datasheets – please call us and we will be pleased to send you some information. Alternatively, you can view the "Solutions" page on our website, at [www.avacadcam.com](http://www.avacadcam.com)

Installation of the software will be made easier as it all sits under one code, whichever modules you have. We are also currently implementing the further benefit of remote software upgrading. If you want to add to the functionality of your software, where previously we would need your software key returned to AVA to put the extra software on it, with the new software, we can do it all over the telephone!

Existing customers will automatically be upgraded to the new system in early 2000 which will be as simple as installing a new version of the software – as you would every four months. Alongside this, will be new and improved manuals and some exciting new products too (see the article inside on the Internet compatible Archive due for release in January 2000). 