

Press Release

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For immediate publication



Woodmansterne Automates with Wave2

Wave2 Media Solutions, the UK-based publishing software specialist, has announced that it has provided greetings card publisher Woodmansterne with a software solution to provide the business with significantly improved levels of efficiency and automation.

Woodmansterne is the leading supplier of greeting cards to independent retailers in the UK. The company publishes cards for all seasons and for every occasion, regularly winning industry design awards across more categories than any other publisher, including “humour”, “trend” and “licensed” sectors. Using its own central distribution hub, the company manages the supply chain of all cards into top retailers such as W H Smith, John Lewis and Waitrose, providing exceptional levels of service and support. Their cards can now be found in Tesco and Waterstones, as well as in thousands of independent retailers.

The Wave2 Publishing Platform (W2PP) has been supplied to Woodmansterne to provide high levels of automation in the building of greetings cards, and specifically in the provision of print ready PDF’s. Wave2 Managing Director Chris Hodges takes up the story:

“Woodmansterne’s existing system feeds the W2PP with the text and images for each card. The W2PP then applies all of the necessary typographical rules to select a template and to drive an embedded InDesign Server to automatically create print ready PDF’s. The aim was to save significant production time and to offer more flexibility when modifying and customising existing designs.”

Commenting on the software solution provided, Sarah Britton, Publishing Manager at Woodmansterne, said: “We needed to reduce the amount of manual intervention in the production of our cards, and the Wave2 system has certainly achieved that for us. This results in significant time savings and higher productivity.”

In addition to greetings card production, the system has been extended to provide the capability to automatically build Woodmansterne’s card catalogues. Content is fed to the

W2PP from the digital asset management system, and pages are created with 12 cards to view per page. The layout and construction of the pages is handled automatically by the W2PP and the result is a complete, print ready PDF file, though InDesign documents are produced at the same time by the system in case manual additions are required for a specific catalogue page. The company produces catalogues for each section of the range, as well as a catalogue that covers all products.

Woodmansterne is one of the few UK card publishers that actually prints its own products. Further details on the company can be found at: www.woodmansterne.co.uk

About Wave2

Wave2 Media Solutions was formed in early 2004 specifically to develop a range of solutions for the automated generation of documents. With an impressive installed base around the world, Wave2's mission is to provide tools that will enable publishers and content providers to both save costs and to generate new revenue. Wave2's product range includes solutions for Self Service Advertising, Production Automation, Sales Visuals Creation, Automatic Page Assembly and Personalised Publishing.

Further Information

For further information on Wave2 and its products please e-mail info@wav2.com or visit the www.wave2media.com web site.

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