

TREMCO EUROPE

With 5 European offices, Tremco Wanted to Print Documents in Several Languages and Two Different Corporate Identities - Without Pre-printed Stationery AutoFORM LaserNet Made it Easy...

Overview

■ **Challenge**

Multi-language document production and control system for 5 European offices, controlled from the UK Slough Head Office

■ **Key Benefits**

Improves presentation of BPCS documents, enriches output with barcodes & graphics.

Customer specific marketing messages or trading terms can be automatically applied to each document.

Documents printed in customers chosen European language.

Documents sets for new company acquisitions or regional offices can be created in less than half a day.

■ **Company Profile**

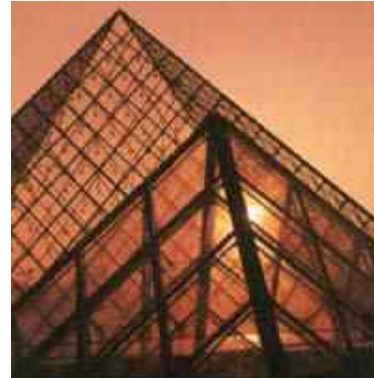
Manufacturer of coatings and sealants for buildings & industry. Founded in 1928, Tremco has been at the forefront of polymer technology for over 70 years. They have offices across the UK, Europe, Scandinavia, the Middle & Far East, Australia and North America.

■ **Architecture**

BPCS 6.02 on AS/400,

■ **Solution**

AutoFORM Output Manager



As the Head Office of their European operation Tremco UK wanted to retain central control of their document design while moving away from pre-printed stationery and mainframe printing in favour of distributed localised printing at any of their European offices.

AutoFORM LaserNet has helped to achieve this and is now being used to print a myriad of customer facing forms such as invoices, cheques and order acknowledgements—all in the customers preferred language and currency. Furthermore, the customers specific trading and payment terms are automatically inserted, along with any additional credit control or marketing messages that Tremco wishes to add.

SSA Acclaim (now owned by SSA Global Technology) recommended AutoFORM LaserNet following a proof of concept viability trial. SSA Acclaim found that AutoFORM was not only highly compatible with BPCS output, but was more versatile than many other print management packages. In particular AutoFORM increases the number of lines per page and generally facilitates improved pagination and layout, with the option to enrich documents with barcodes, graphics and colour.

When we open a new regional office it takes us just half a day to create a complete new document set. Without AutoFORM it would take us weeks.

David Kent
European IT Director

Producing and Managing Documents in Multiple European Languages

System Overview

AutoFORM LaserNet analyses the incoming data stream from BPCS collecting triggers such as country codes, or client status and uses these to switch to an appropriate document template or to incorporate specific content. In this way AutoFORM can infinitely vary the content and layout of each form for each regional office, or indeed individual customers.

Documents are then automatically transmitted across Tremco's network to the customers nearest sales office. They are then laser printed and posted at local postal rates.

Multiple European Languages

Creating documents in the customer's own language is an important customer service strategy for Tremco. European languages with non-English character sets, for example umlauts & accents, can pose a problem for some computer systems. AutoFORM LaserNet overcomes this with an extensive library of diacritics. This facility was a major purchasing influence as Tremco quite rightly, believed that if they were to use a customer's language then it should be presented correctly, particularly when producing documentation with customer's personal and company name details.

Now we Can be More Responsive to Change

"AutoFORM LaserNet has enabled us to be more responsive to change," comments David Kent – IT Director. "What we like about AutoFORM is that it is so quick and easy to modify a document design. Just recently we opened a new office in Finland and in 20 minutes we were able to change the address details for all our documents, and include a personalised marketing message. Without AutoFORM each document would have to be changed individually, and that would take weeks of work." The ability to swiftly change templates means that Tremco can be more imaginative with their documentation: marketing messages and special offers can be added and business awards announced. Even cartoons are added to terms & conditions projecting the friendly customer-supplier partnerships that Tremco seek.

Company Acquisitions

AutoFORM also helps to quickly create new document sets for new company acquisitions. For commercial reasons Tremco often wants to retain the new company's corporate branding, but still produce the documents via the Tremco ERP system. With AutoFORM LaserNet, it is a very simple procedure to divert the new company's documentation through a separate set of templates, using the new company's logo together with Tremco's. The result is apparently seamless transfer of company ownership, helping to secure customer loyalty.

Formatting BPCS Output to Print on Fewer Pages

A further AutoFORM development that has delivered significant document presentation benefits is the 'repagination' option. Using AutoFORM standard BPCS output is re-formatted to print on fewer pages—reducing paper costs and maximising presentation impact. This is particularly relevant for Germanic documents that tend to be longer than their English equivalent.

Graphics and Hazchem Labels & Documents

Adding illustrations, helps convey complex information in an instant, and is often an advantage that is overlooked. Many companies think it is extremely complex to do, but AutoFORM makes it easy. Tremco are beginning to use this facility more and more and are currently considering using this facility to incorporate hazchem symbols and instructions into delivery notes to meet the new UK transport regulations. The benefit? Tremco will have an auditable means of ensuring that the right information is printed for the right goods. It will also be more cost effective as they will only have to print information sheets on demand, rather than in bulk.

EFS Technology is One of Our Top Suppliers

"EFS Technology go beyond being our supplier, they are our partner" commented David Kent. He attributed the success of the relationship to the professional, quick to react, competence of the EFS technical team. "They look after our interests first." he concluded.



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