



Efficient Production of Communication Materials at the New Apostolic Church

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Web-To-Print (W2P) with brix:papilio means **web-based production of individual, standardized publications based on templates consisting of elements and relations:**

- » the complete functionality including layouting is **web-based**
- » field staff can generate their own **individual ads** and more
- » the consistent CI/CD is ensured by layout **standards**
- » the **publication type** is not restricted to print media
- » each **template** consists of **elements and relations**



One of the main reasons for investing in a W2P system is to quickly and efficiently produce **ads**. To simplify the production process, brix:papilio's AdSizer module intelligently scales publications to a definable range so that they fit perfectly within a print area.

Another popular use case is the creation of **fact sheets**, which are often not meant for print publication and are instead posted to the company website, or physical print productions such as **multi-page folding cards**.

Our W2P system can even be used to manage **manual orders** for communication material that cannot be produced automatically.

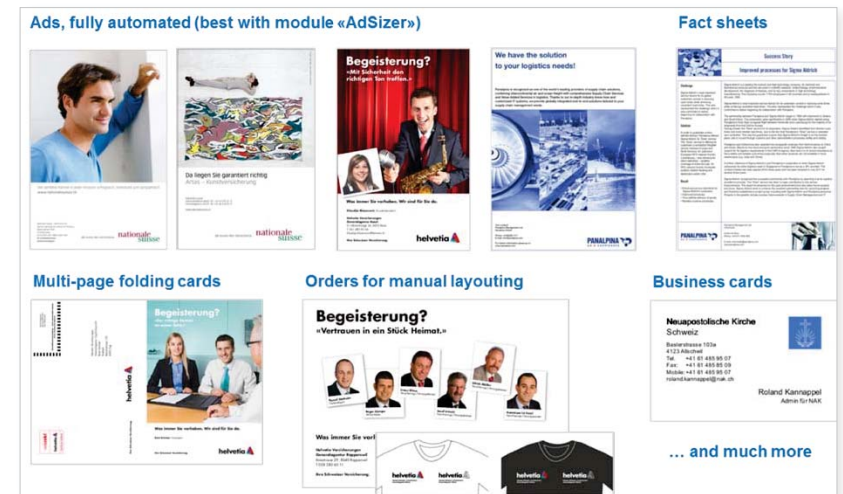


Figure 1: Web-to-Print use cases

In utilizing the concept of elements and relations brix:papilio takes a very different approach when compared to other W2P systems like celum DYNAMO.

Reason 1: Create once – use anywhere

With brix:papilio you don't need Adobe InDesign to create templates! You just need to define elements and relations.

Elements have all of the following:

- » a name
- » an input type (defining the content source)
- » an output type (defining the representation in the document)

A **text element** may be a single-line input field, a multi-line box with a rich-text editor, or a list of values in a drop-down bar.

A **graphical element** may be imported from celum or managed within brix:papilio.

All elements need to be created just once and may be used in any template thereafter.

Reason 2: Relations

Not only do we have independent elements, but we also let users specify relationships between elements, known as **relations**.

With **value relations** selecting input A means only certain values of input B will be available, e.g., by selecting a specific church district ("Bezirk") only the addresses ("Adresse") of churches allocated to his district will be provided.

Even more powerful are the **visibility relations**, which provide dynamic entry screens. With this feature you can let input fields appear or disappear depending on the previously selected values, helping to reduce the amount of templates needed.

Reason 3: Text groups

As an administrator you may group several text elements together (just drag and drop): some will be fixed; others may be entered

in or overwritten by the user or just left blank (if allowed). Together these elements build a logical unit, e.g., an address block, and with our prefix and suffix concept the rendering engine knows exactly what to do with empty fields.

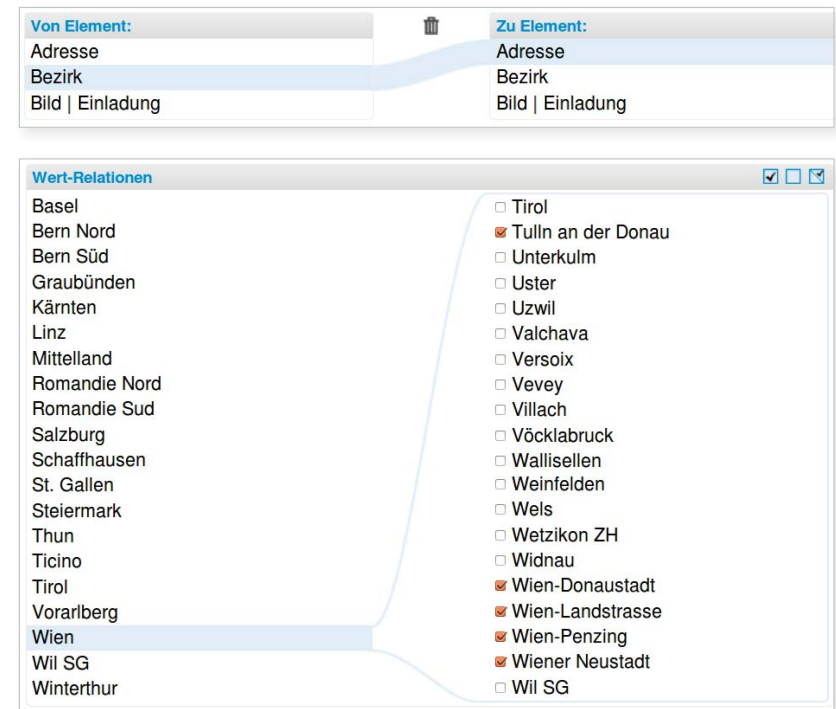
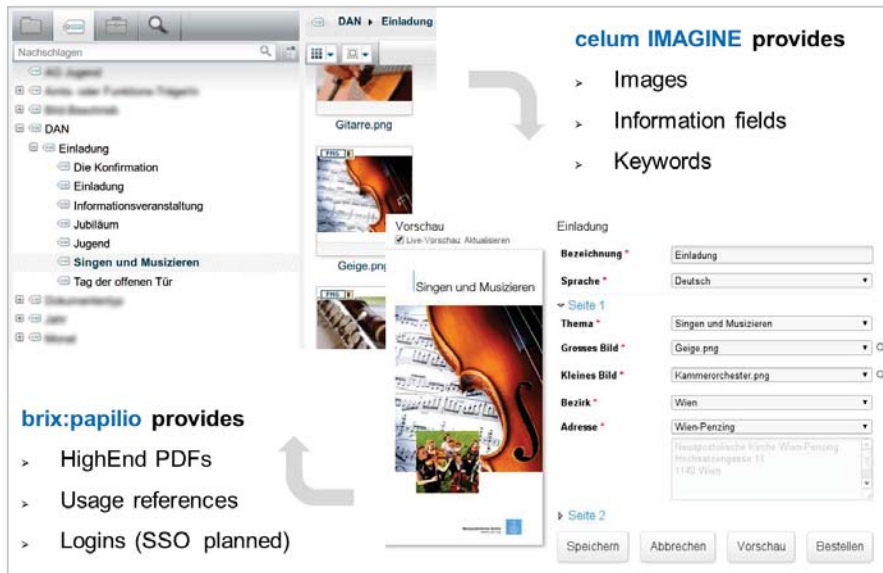


Figure 2 and 3: Relations used in "DAN"

Figure 4: celum integration



Reason 4: celum – fully integrated

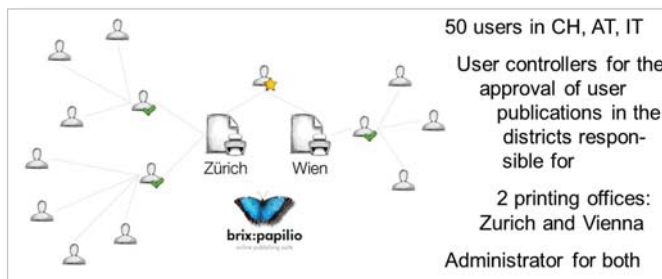
Our celum integration lets users import images along with their metadata, making it possible to add information fields or keywords (in the selected language) to the publication. Keywords may also be used for the drop-down bar within the entry screen.

After each completed publication order **brix:papilio** exports the high-end PDF to celum along with usage references (as known in celum indesign.connect).

The client has one public relations liaison per church district in Austria, Italy and Switzerland. This PR liaison is responsible for supporting local congregations and providing the appropriate printed materials for religious services, invitations, or concerts, whenever print materials are necessary.

Church PR liaisons are not paid employees; they are volunteers, and the church administration helps alleviate their workload by providing them with easy-to-use, intuitive tools that fall within the church's price range.

With brix:papilio the "field staff" has access to pre-defined layouts for different printouts like invitation cards, posters, stationary or business cards.



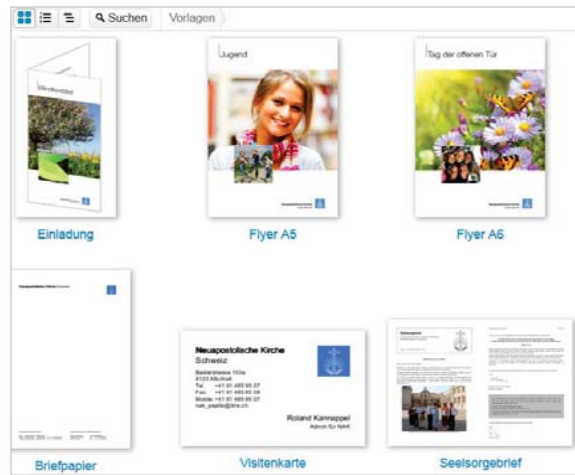
Reason 5: Multi-tenant use

brix:papilio can be used as a multi-tenant system, which is especially useful for agencies or print shops, where "super admins" may manage several clients including license properties. The New Apostolic Church uses the SaaS version of brix:papilio as their W2P system – known internally as **DAN (DruckAuftrag NAK)**.



Figure 6: Communication Materials produced with "DAN"

Figure 7:
Step 1: Choose
a template



Print-ready PDF in 3 steps

Step 1: Choose a template

Step 2: Enter values (foolproof)

The brix:papilio system guarantees that

- » nothing can be done that does not correspond to the givenCI/CD
- » content consistency is ensured:
 - only pictures belonging to a given theme may be selected
 - the user can only select congregation addresses of his or her district
- » the rich-text editor only enables approved features (bold, italic, lists)
- » the live preview is constantly updated so the user knows exactly what the publication will look like before ordering it.

Additionally a PDF-preview for even closer inspection can be requested at any time.

Step 3: Order

After the user has placed the order, his or her supervisor is notified via email.

The supervisor then logs in and either rejects or approves the order. Once approved, the print operator is notified via email, logs in and downloads the high-end PDF, which has been generated by the brix:papilio system, including imposing for the printing paper format.

brix:papilio provides a simple solution that guarantees consistent quality among printouts and simplifies work for the “field staff”.

“It’s the perfect mixture between predefined, consistent content, which guarantees a cohesive corporate design, and the freedom to provide current, localized information that convinced us to use brix:papilio.”

Walter Hessler, New Apostolic Church

For more information or to request a demo account, please visit www.printsuite.ch

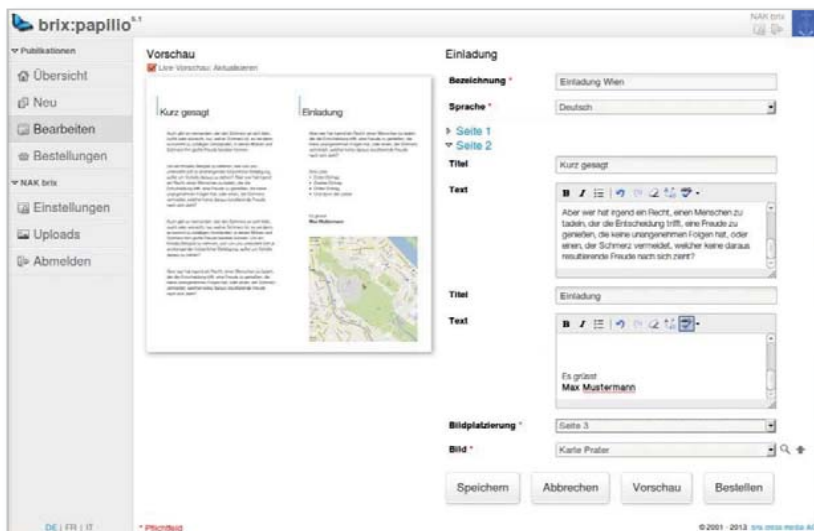


Figure 8:
Step 2: Enter values



Neuapostolische Kirche

The New Apostolic Church is an international Christian church and the foundation of its teachings is the Holy Scripture. It developed from the Catholic Apostolic Church in 1863 and is led by apostles, just like the first Christian congregations.

The New Apostolic Church is financed by the voluntary donations of its members.

For more information, please visit www.nak.org.

The New Apostolic Church (NAK) has been using celum IMAGINE as a document management system (DMS) since 2009. There are currently around 2500 users in 300 user groups using the system, and the celum extensions developed by brix (advanced download statistics, forced subscription, archive system, video integration within vimeo, etc.) help the NAK to optimize the solutions provided by celum IMAGINE.

For more than eight years the New Apostolic has been using brix:papilio as its Web-To-Print system.



brix cross media is a celum Preferred Business and Implementation Partner. Founded in 2000 and headquartered in Allschwil near Basel, Switzerland, brix is actively involved in the following industries:

- » [Digital Asset Management \(DAM\) and](#)
- » [Publishing](#)
(Web-To-Print, automated catalog production)

In the area of Publishing, brix cross media has its own Web-to-Print system brix:papilio. For catalog production we rely on Xactuell (Codeware) and print:suite (Werk II). As a celum partner, brix cross media is best known for its contributions to the celum marketplace and its own SaaS offering easyDAM.ch.

For more information, please visit www.brix.ch.