CorelDRAW® has been the backbone of Summit Graphics since day one

> ## "The output engine in CorelDRAW is just superb!"
>
> **Dave Deem**
> **Owner**
> **Summit Graphics**

"Summit Graphics, located in Moline, Ill, has 10 employees and a long and established record as a high-quality print shop. The company was founded in 1980, long before computers entered the world of desktop publishing. But ever since Corel introduced version 1.1 of CorelDRAW in 1989 they've been loyal customers. Says owner and founder Dave Deem: "It's so powerful and easy-to-use, we would never think of using anything else. It has been the backbone of our operation since day one."

"In the early 1980's we were only doing screenprinting work," says Dave Deem. "Today we have a digital workflow that's divided approximately into 40% screenprint, 40% digital color print and 20% embroidery."

As seasoned printing professionals, the designers and production staff at Summit Graphics use many of the high-end printing features in CorelDRAW on a daily basis.

"The output engine in CorelDRAW is just superb!" exclaims Dave. "We do all of our color separation work directly in CorelDRAW. The excellent preview makes it a seamless process. The same goes for registration marks. And the built-in trapping feature gives us great control over how two adjacent colors spread into each other. This greatly reduces misregistration problems – something that can occur when colors from two different plates overlap or adjoin one another."

CorelDRAW allows users to specify a trap width – the amount that one color spreads into another. You can also specify image trap placement, which determines where the trap occurs, and whether the trap is a choke or a spread.

Another benefit of using CorelDRAW is its flexible file handling capabilities. Summit Graphics recently worked on a complex book cover project. The final DRAW file was a mix of native Adobe Photoshop files, TIFFs, vector text and spot process colors. "The file printed flawlessly," smiles Dave.

"I have tried most other graphics applications at some point in the past, but I'll stick to CorelDRAW for a number of reasons," says Dave Deem. "Its combination of ease-of-use, speed and flexibility is unparalleled in my mind. You get multiple functions for each tool, and that really cuts down the number of trips to the Toolbox. It's a great timesaver, and an indication that the software designers at Corel know what's important to a professional user like me."

In addition to all the professional graphics capabilities of CorelDRAW 12, the application also offers a variable data feature that enables users to emulate complex database functionalities right out of the box.

Many other graphics applications require users to write scripts in Visual Basic or AppleScript to reach this level of customization. Or hire a database administrator to set up a Microsoft Access database. In CorelDRAW Graphics Suite 12, a non-technical designer can do everything with a few mouse clicks directly from CorelDRAW.

Iowa State University recently asked Summit Graphics to print over 3,000 sequentially numbered ID badges. Normally, printing 3,000 copies of a file that has been designed in a graphics application, each with a unique name and ID number, requires technical assistance from an IT specialist. Not so with CorelDRAW. The Print Merge function allowed the designer to set everything up within CorelDRAW with great control over fonts, colors and other formatting attributes.

The client provided Summit Graphics with a simple Excel file with all the names listed under First Name and Last Name, saved as a Comma Delimited file (.csv). The Print Merge wizard in CorelDRAW asked the designer to locate the Excel file and all the columns of data were imported automatically.

"We do all of our color separation work directly in CorelDRAW. The excellent preview makes it a seamless process."

CorelDRAW allows the user to specify exactly how to format a sequentially increasing number field. In this case, the designer used five digits, i.e. 00001, 00002, etc. Should you want to start at number other than 1, just click in the Start box and enter the new number to change it.

Once the three data fields have been defined, the designer can insert the fields in the drawing by choosing File > Print Merge… > Create/Load Merge Fields…. When the Print Merge Tool becomes visible, the designer can start placing the variable data fields in the document. Choose one of the three data fields from a drop-down menu, and click once with the cursor to place each field. CorelDRAW indicates a variable data field in the drawing by adding angle brackets around the field name, i.e. <first name> etc. The text attributes are fully editable, so the designer can change fonts, text sizes and colors of all the variable data fields to fit the rest of the design.

Once both the static design elements and the variable data fields are in place, the designer can merge the data file and the drawing with a click on the Perform Print Merge button. This brings up the standard Print dialog box, which gives the designer access to all the standard print features of CorelDRAW. If you click on the Print Preview button you'll see a number of tabs at the bottom numbered Page 1: Record 1, Page 1: Record 2, etc. Click OK to start printing your customized documents.

Dave Deem concludes: "Last year Summit Graphics decided to use the variable data feature to create a very narrowly targeted marketing campaign to our customer base. I believe the campaign was very successful mainly because the high level of customization available in CorelDRAW. We couldn't be happier with it!"
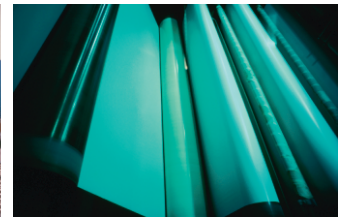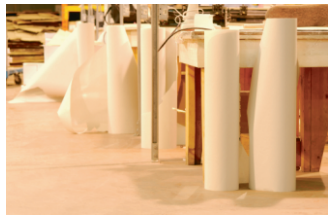
COREL®

To find out more about this product or any other Corel product, please visit **www.corel.com** or call **1-800-772-6735**.