

German Olympics Relies on SFU Document Solutions

SFU Document Solutions works with German Olympics media partner medienfabrik to produce and print daily Olympics newsletters overnight

Burnaby, BC, February 23, 2010 – Simon Fraser University, Document Solution are making it possible for readers in Olympic Village locations to receive daily German Olympic news coverage via a newsletter called “Olympische Momente” (Olympics Moments) printed by the on-campus print operation.

The 2010 Olympics Committee has entrusted Simon Fraser University (SFU) Document Solutions with the time-critical task of communicating the daily events via a German language 12-page A4 daily colour newsletter. Working with German Olympics media partner medienfabrik creates the daily German colour newsletter overnight, SFU Document Solution prints and packages the newsletters at 6 A.M. for distribution to Olympic locations each morning by 9 A.M.



The 16-issue newsletter contains articles on the events and progress of the German Olympics team in the Vancouver 2010 Olympics. Photos and other materials are sent each evening to Germany by reporters based at the games for final assembly and approval by Olympics media partner medienfabrik. At 1 A.M., the resulting digital pages are submitted to the SFU Document Solutions Web-to-print Submission System, WebCRD, via the internet, reviewed, and then produced using a Xerox iGen digital colour press by SFU staff.

At 6 A.M., the newsletters are packaged and ready for delivery to German House at Harbour Centre in downtown Vancouver and at Whistler. During the games, Harbour Centre’s main floor has become German House, a centre for visiting German dignitaries, media and athletes.

Simon Fraser University’s Raj Nadrajan, Director of Auxiliary Services for SFU, said “It is a privilege to do such a profile work for the German Team. Germany knows quality printing, but with traditional presses there was not enough time to create and print these newsletters in the tight daily timeline.” We utilize Xerox iGEN for production.

About seven months ago, Nadrajan and his staff demonstrated the web based ordering system to Medienfabrik, a leading German corporate publishing agency who is handling German Olympic coverage. They quickly tested files, and were ready to start using the system in about 15 minutes. Medienfabrik is sold on the ease of submitting the files and view the proof online for print imposition and production, and how much easier it has made this process. Nadrajan stated “I was concerned that if we failed, it was Simon Fraser’s reputation that was on the line but after seven months of preparation, it’s working very well. Medienfabrik has complimented us and have been very impressed with the quality. Thanks to RSA and Xerox for their technology support and dedicated SFU Document Solutions staff for production of newsletters every night throughout Vancouver 2010 Olympic period.

Despite taking on this time sensitive assignment, Document Solutions is still accomplishing the University’s daily document requirements.

