

From static to dynamic: **The power of print automation**

Hello.



Peter Flory

DIRECTOR OF SALES
INBETWEEN



Jeff Bridges

VP, CLIENT & PARTNER ENABLEMENT
NTARA



NEXT LEVEL PUBLISHING

InBetween's digital publishing software automatically produces catalogs, datasheets, price lists, flyers and more – for use in digital and print channels.

The result: More efficiency, higher quality, saving time and costs at large scale.

Your opportunity: Automate the generation of publications and benefit from redirected resources to drive business growth.

Mission

To take you to the next level of digitalization and automation, optimizing the product and brand experience.



Founded in 2004

This is our 20th Birthday!

Automated Digital Database Publishing

As core practice

Retailers & Manufacturers

Supporting digital print publishing workflows



**PIM, DAM, and product
experience strategy for
manufacturers & brands**

Ntara implements strategies and software
to help companies sell more, faster.

Mission

To ignite digital transformation for
multichannel businesses that increase
revenue, decrease waste, and accelerate
innovation



Founded in 1999

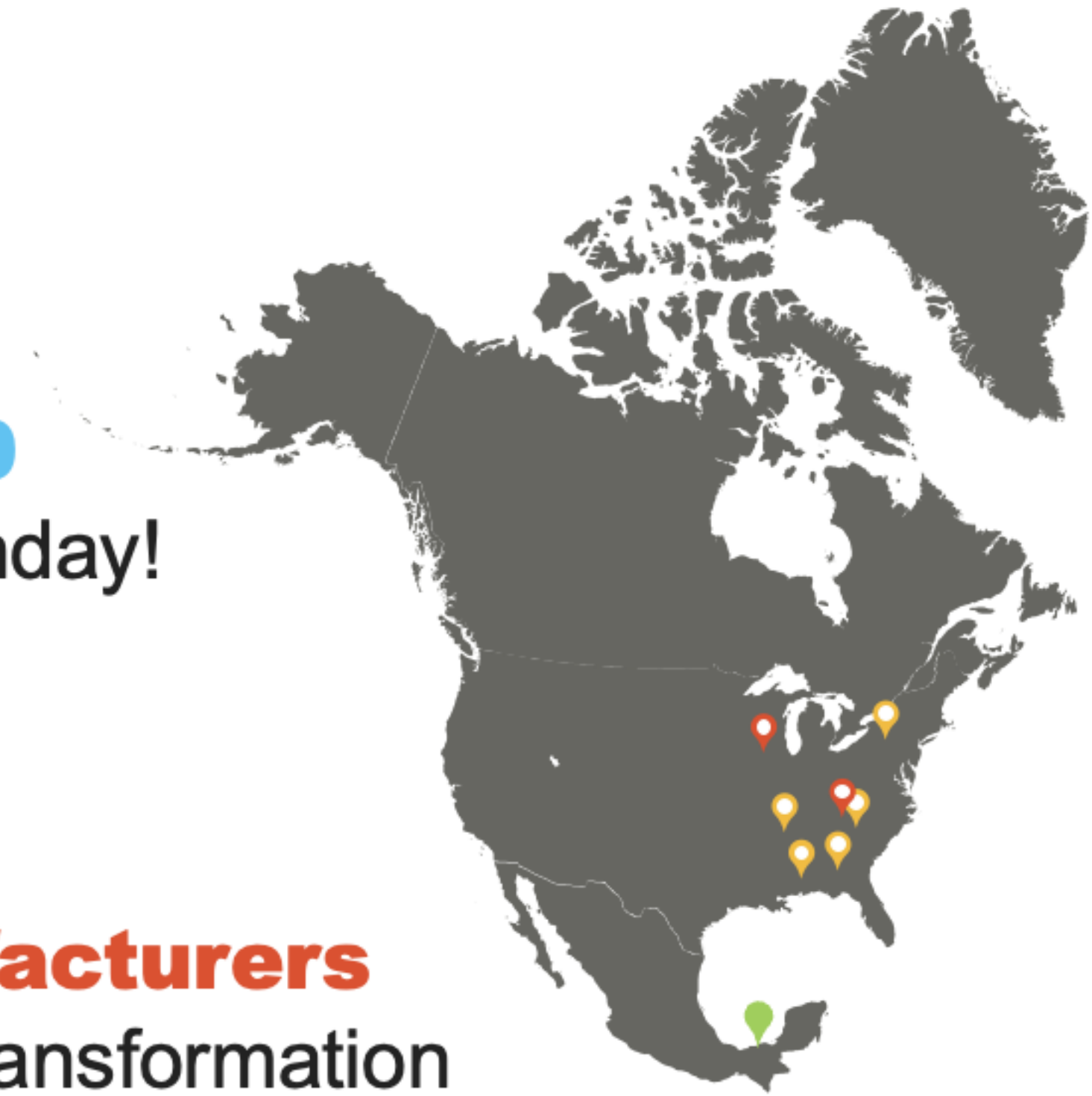
This is our 25th Birthday!

PIM and DAM

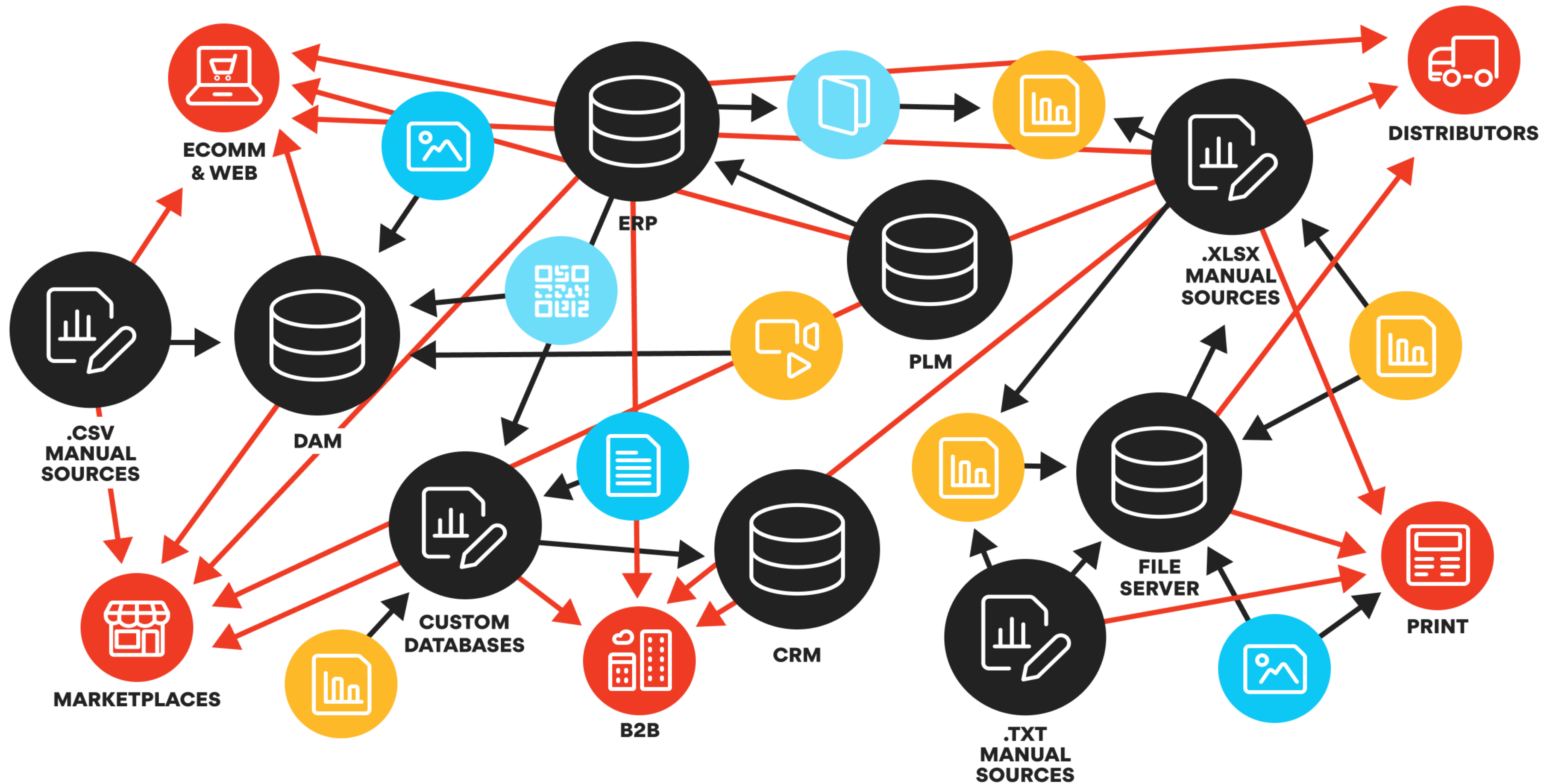
As core practices

Brands & Manufacturers

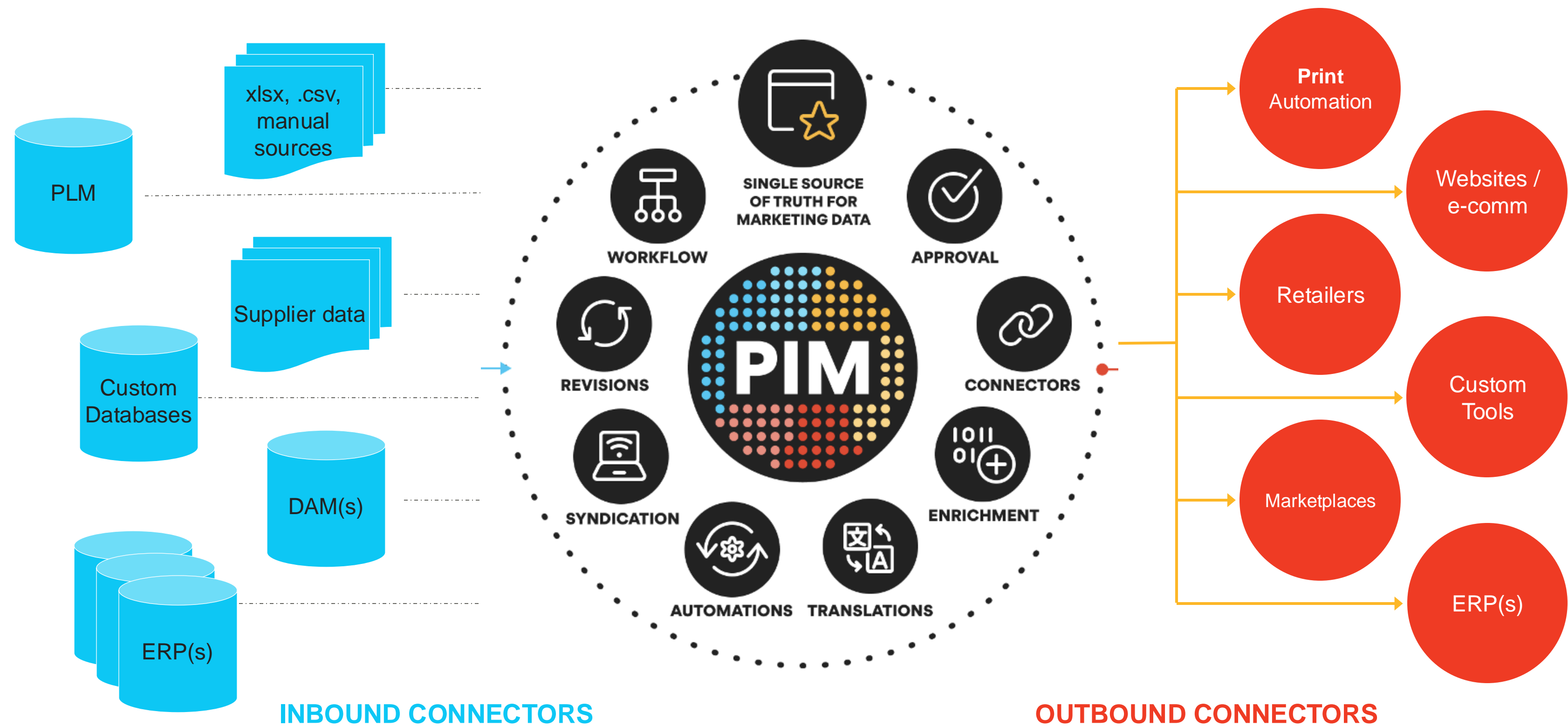
Supporting digital transformation



Product Experience Management

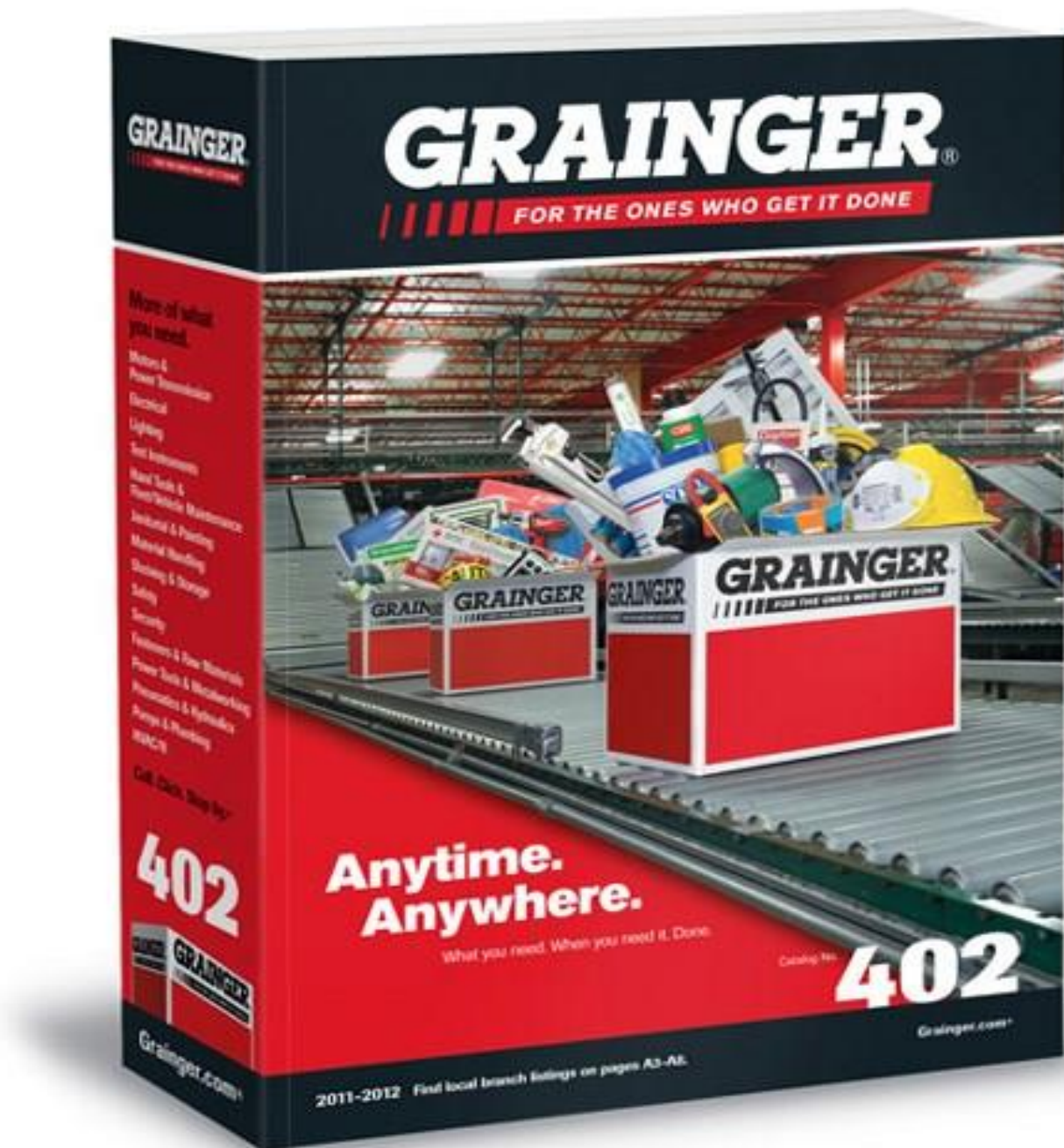


Product Information Architecture



**What does *print* even
mean these
days anyway?**

Full Catalogs



SORTIMENTSÜBERSICHT FLIESEN
TILE RANGES
2023

フランス法人であるアルケマ フランスは、019-632 780 のもとサンデーの従業員及び企業関係者に登録されています。

生産現場： 弊社の製品の使用に関するアルケマの生産現場については
<https://www.arkema.com/global/en/products/product-safety/dissimer/>

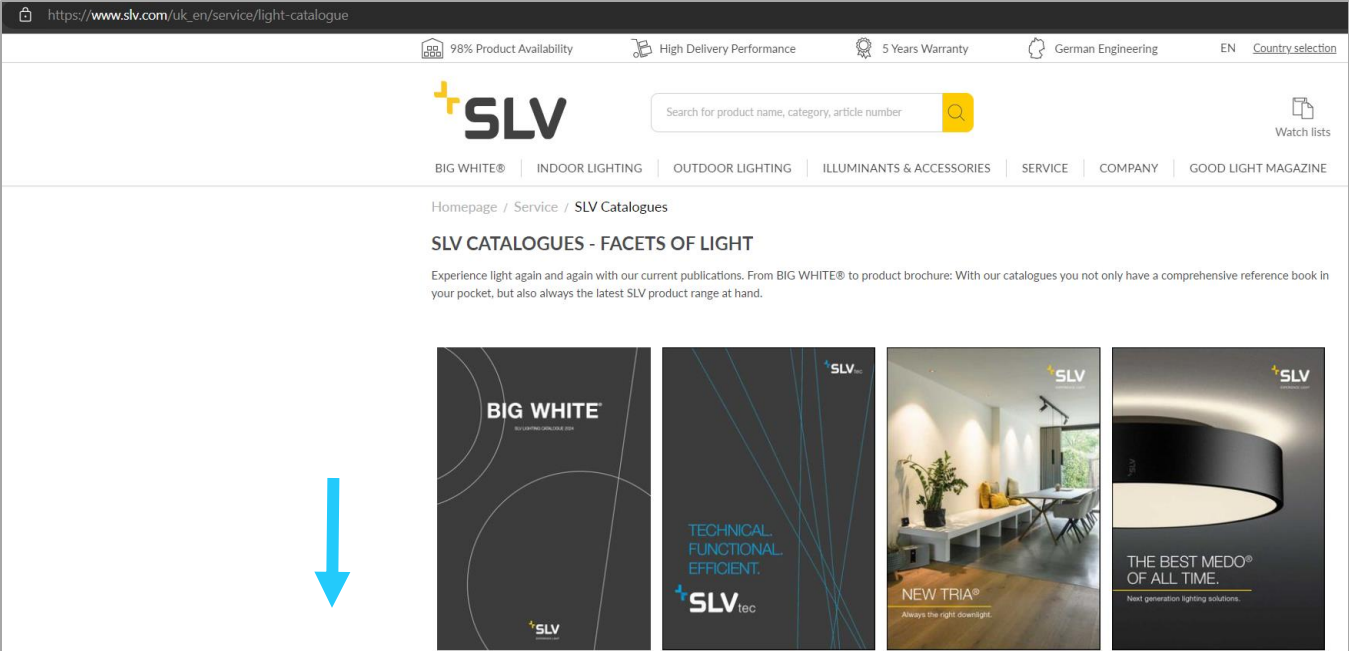
ARKEMA

30

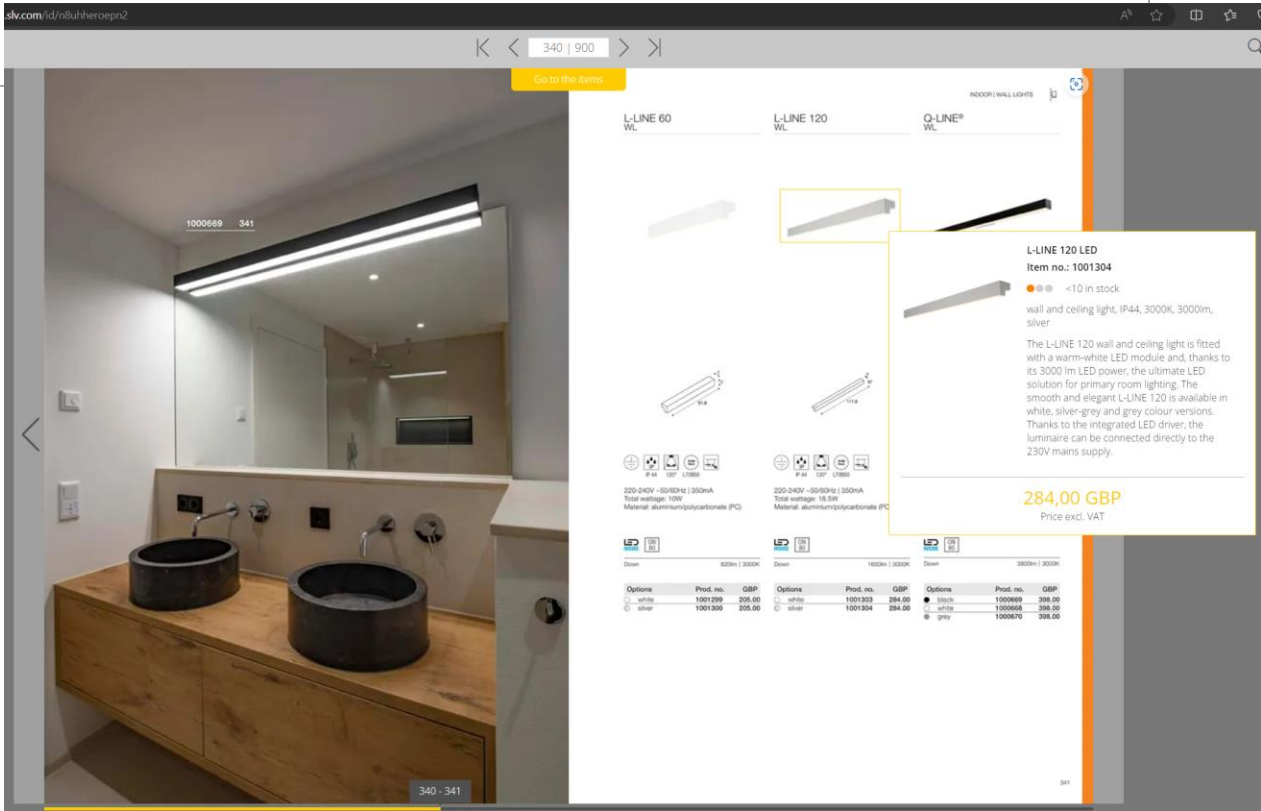
Villeroy & Boch
1748

Consistent: Circle number

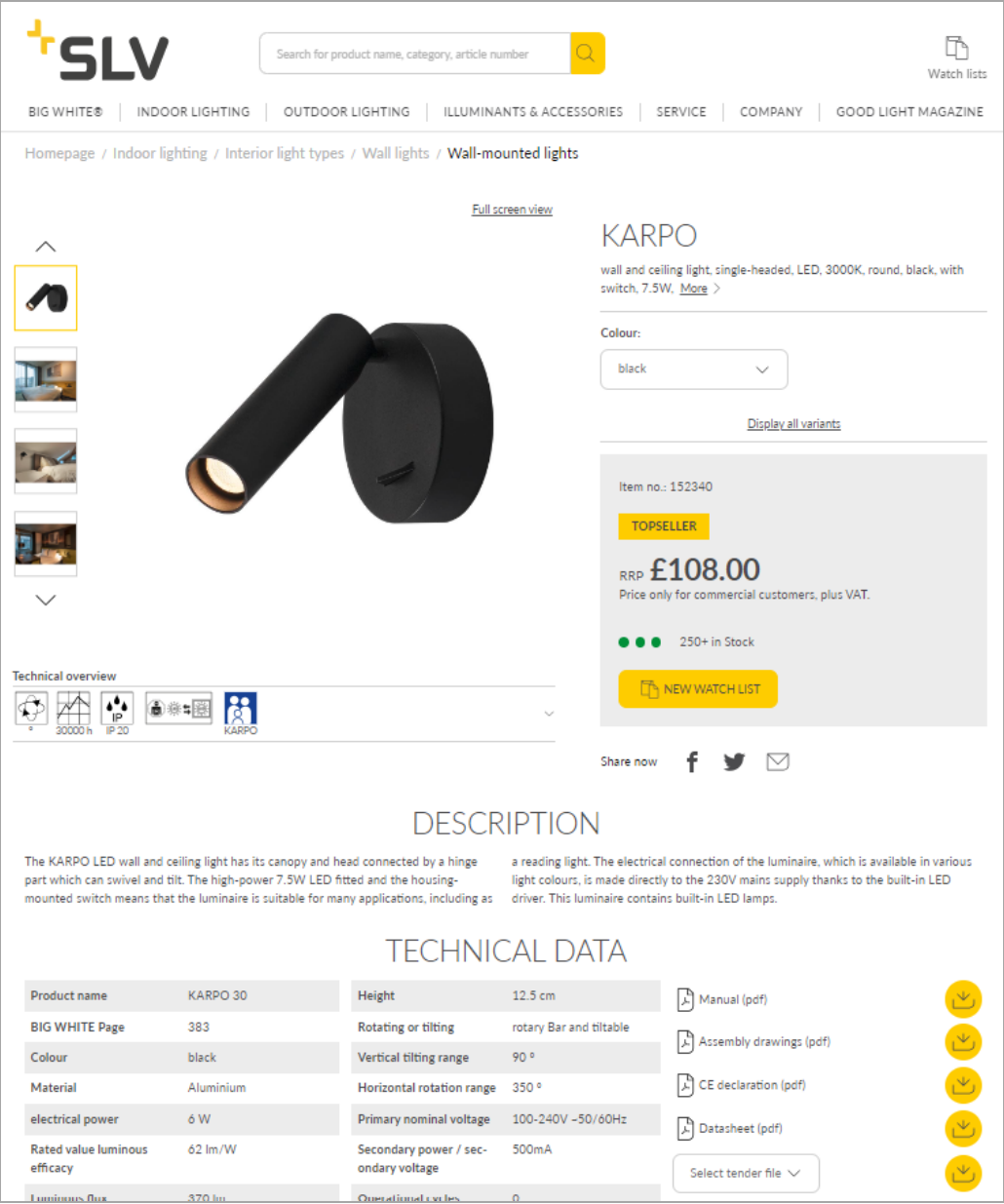
Ecommerce catalogs



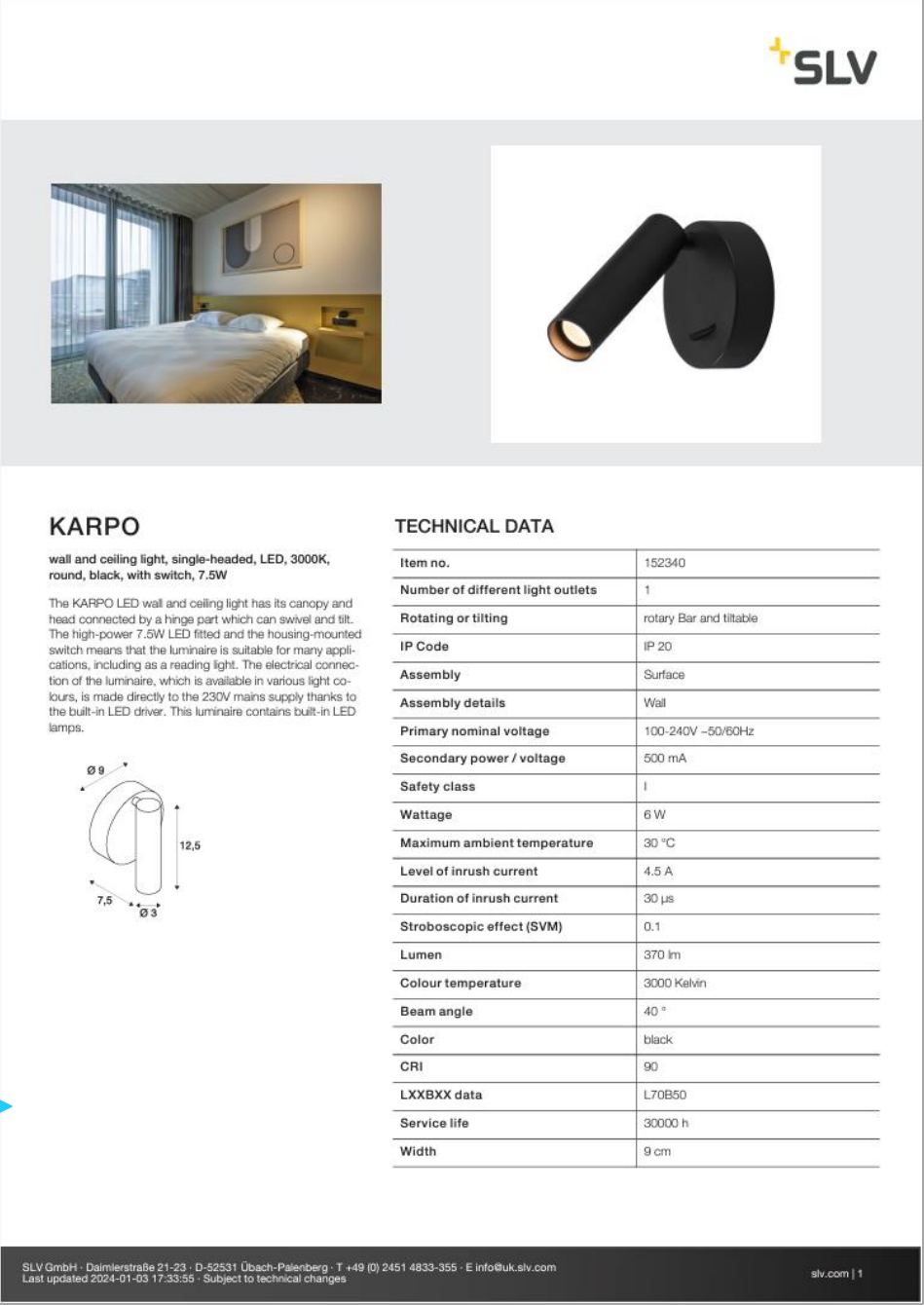
clickable
digital
catalog



Ecommerce data sheets



on-demand
datasheet
generation



Automated **vs** ***Dynamic***

Why "print automation"?

Status of the print channel

- too much manual effort
- takes too long
- costs too much money
- no unified strategy

Huge potential to

- save time & effort
- save money
- improve time-to-market
- improve product experience

What is "print automation" anyway

CONTENT

product data

product images

price data

AUTOMATION

product layouts

pages

table of content

index

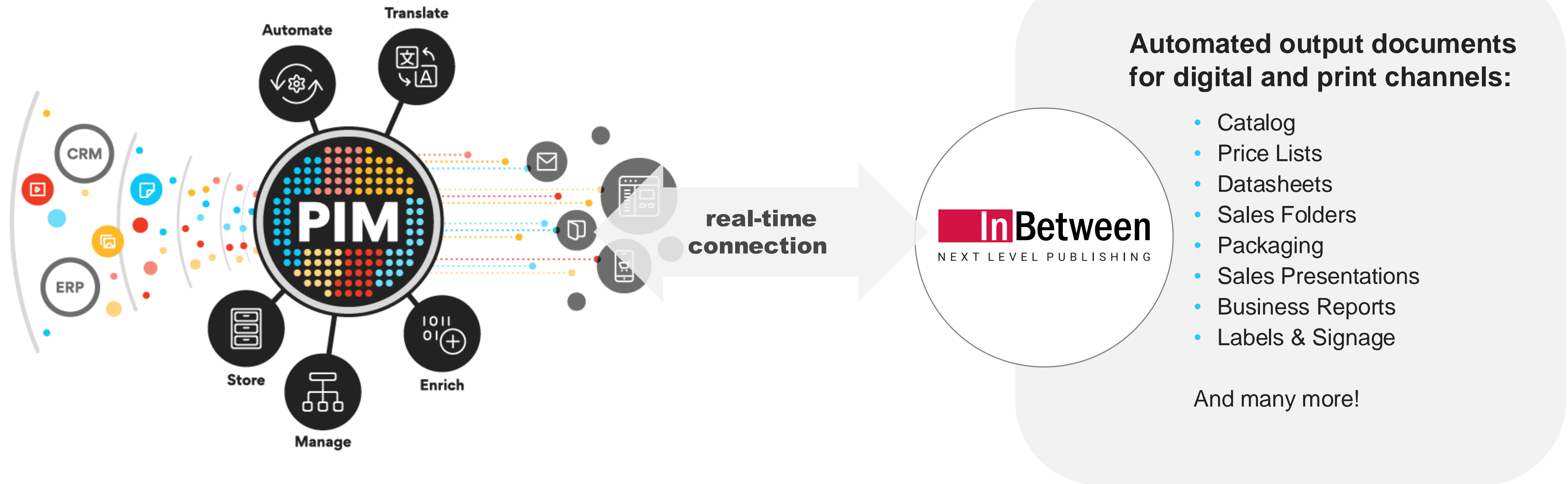
PUBLICATION

data sheets

catalogs

pricelists

Seamlessly connect your data source and automatically generate your publications



→ Quality of master data is key

→ Level of automation can be adapted to business needs: fully or partially automated

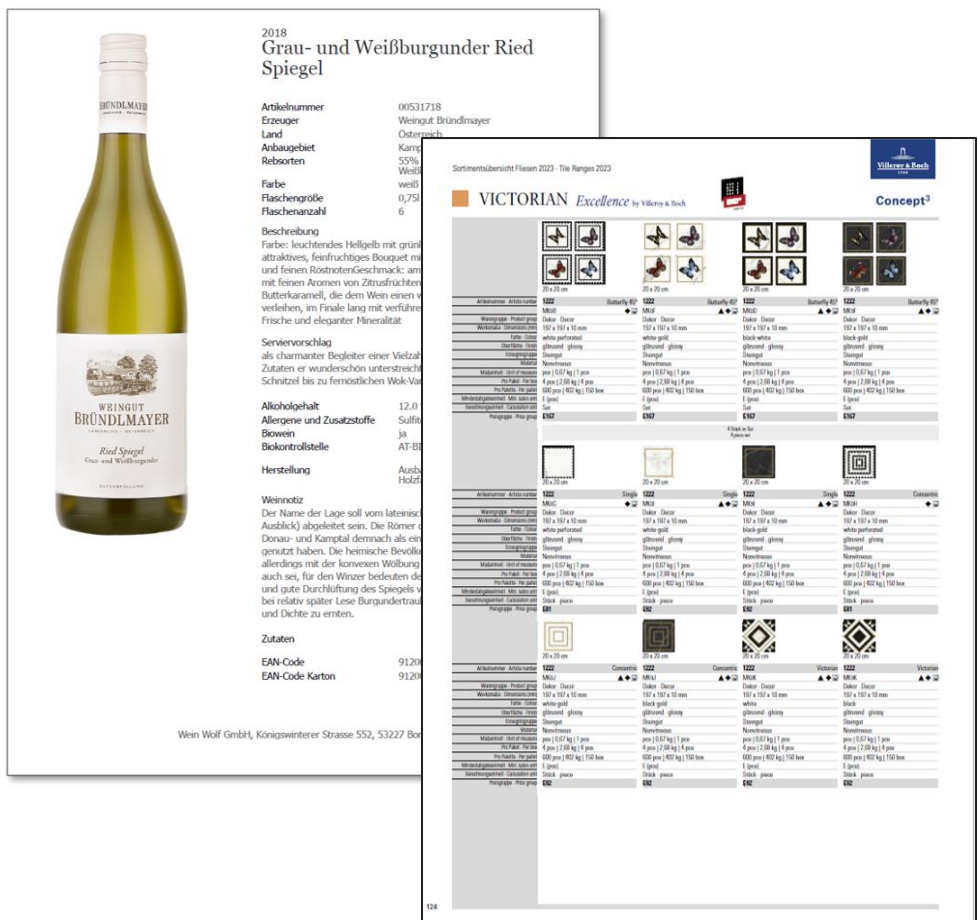
Typical use cases for level of automation

Fully automated publications

- Tailored for maximum efficiency
- Typical output: price lists, product and technical datasheets, manuals, technical documentations, labels, signage, safety sheets

Partially automated publications

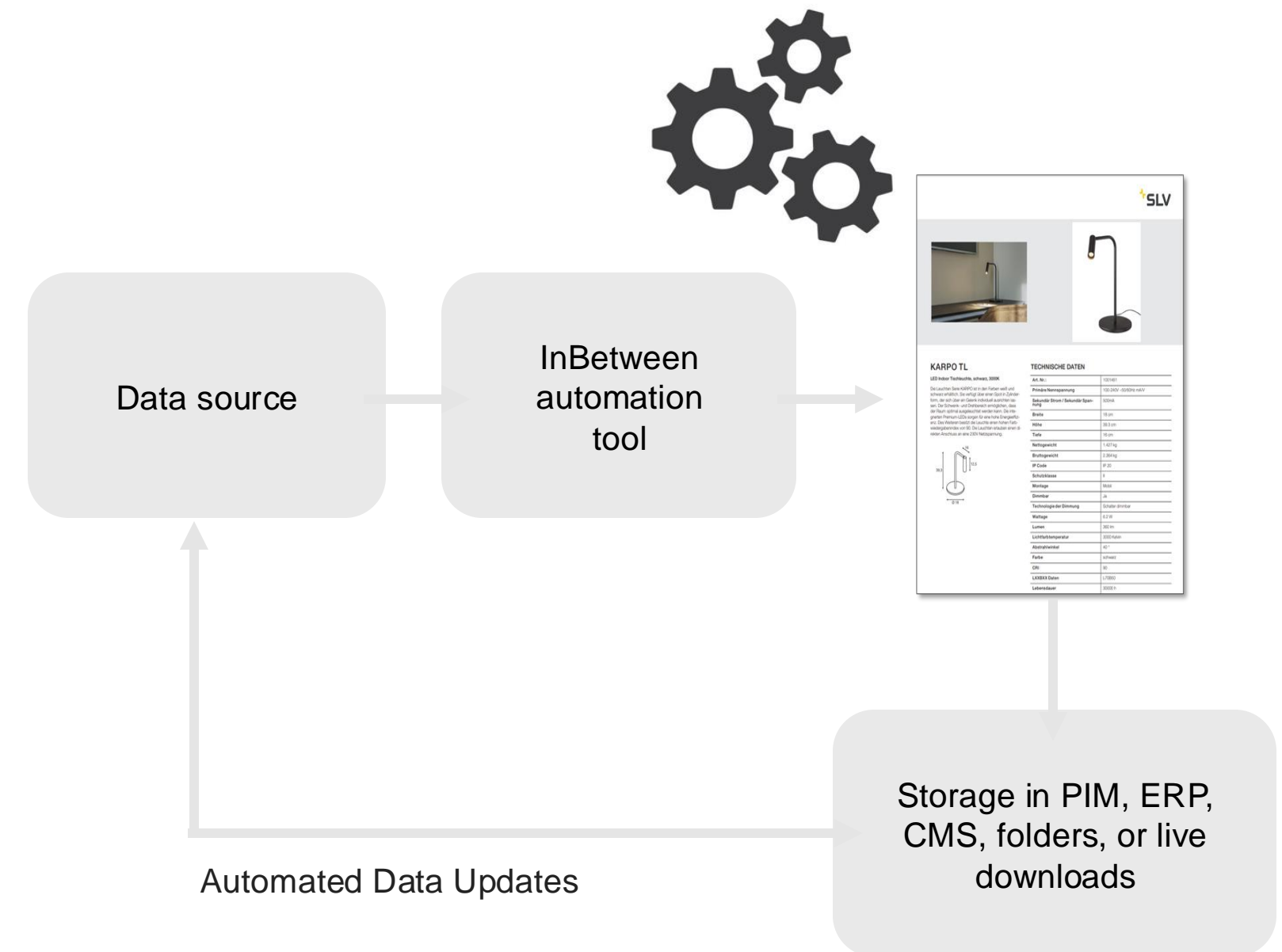
- Tailored for manual or creative control
- Typical output: catalog, sales folder, leaflet, brochure, packaging, sales presentation, labels, signage



Maximize efficiency with fully automated publishing

Automate without any manual effort:

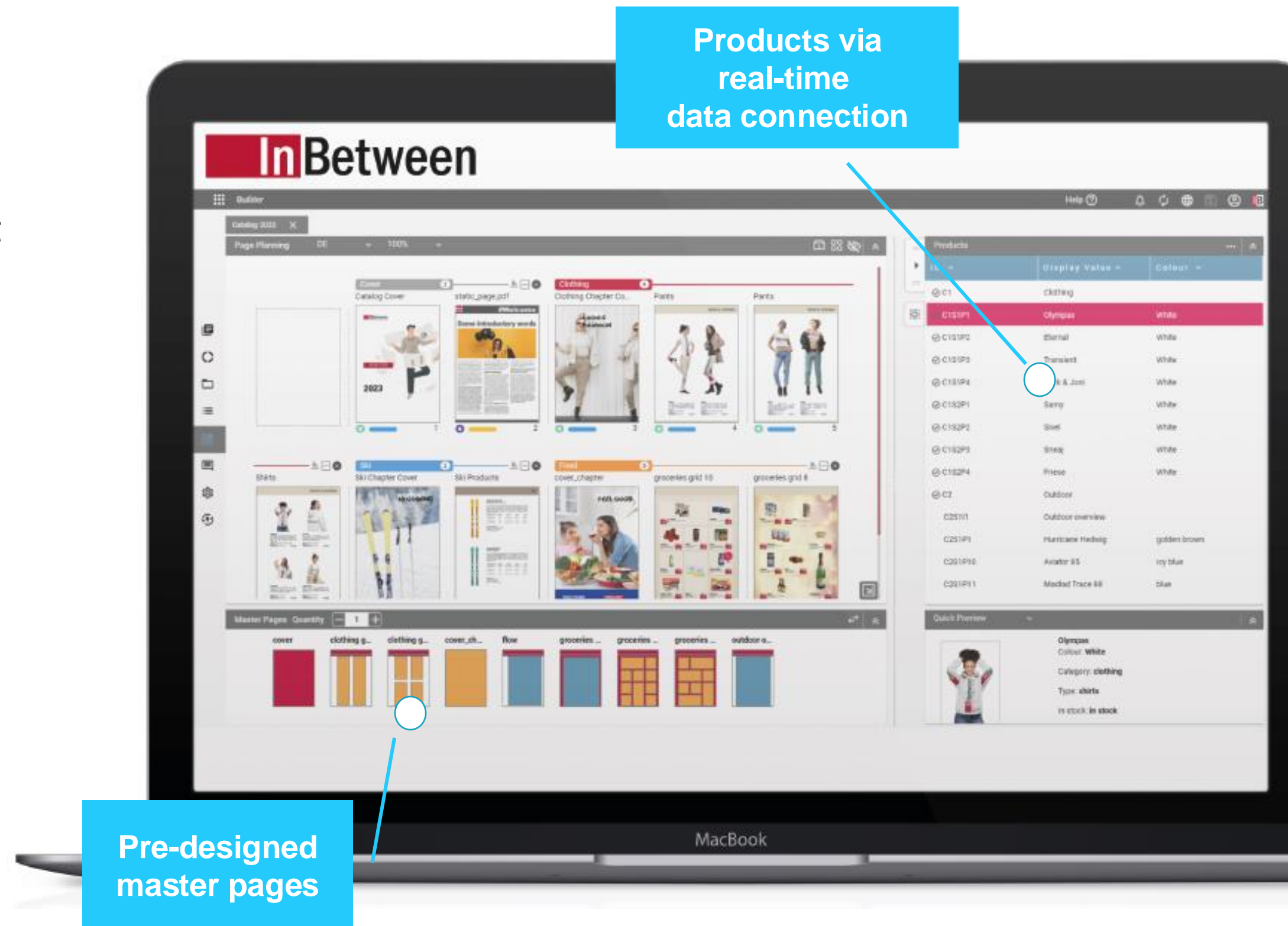
- Leverage unattended production
- Automate
 - on-schedule
 - on-demand
 - on-event
 - API based
- Ideal for high-volume production



Automate web- and workflow-based

Automate & review with Publication Wizard

- Automatically populate pages with real-time content
- Review, modify and approve in your team
- Easy drag & drop operation
- Generate in any format
- Facilitate teamwork across departments
- Implement simple workflows
- Promote pages to media designers using InDesign



Automate with creative freedom

Automate & create with InDesign

- Automatically populate pages with real-time content
- Creatively supplement with editorial content
- Easy drag & drop operation
- Update real-time content at any time



viewing generated pages



adding pages & products





Clothing3

cover_chapter

clothing grid 2x2

clothing grid 2x2

Outdoor3

cover_chapter

flow

outdoor_overview

flow

Food4

cover_chapter

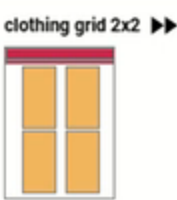
groceries grid 8

clothing grid 2x2

groceries_flow



| Products | | |
|----------|--------------------|-----------|
| ID | Display Value | Category |
| C1 | Clothing | Clothing |
| C1S1P1 | Olympas | Clothing |
| C1S1P2 | Eternal DEMO | Clothing |
| C1S1P3 | Transient | Clothing |
| C1S1P4 | Juck & Joni | Clothing |
| C1S2P1 | Samy | Clothing |
| C1S2P2 | Sivel | Clothing |
| C1S2P3 | Sneaj | Clothing |
| C1S2P4 | Friese | Clothing |
| C2 | Outdoor | Outdoor |
| C2S1I1 | Outdoor overview | Outdoor |
| C2S1P1 | Hurricane Hedwig | Outdoor |
| C2S1P10 | Aviator 85 | Outdoor |
| C2S1P11 | Madlad Trace 88 | Outdoor |
| C2S1P2 | Squadrone Racer 88 | Outdoor |
| C2S1P3 | Salmon 80 TI | Outdoor |
| C2S1P6 | Shira SMU | Outdoor |
| C2S1P7 | Sergoplaster R24 | Outdoor |
| C2S1P8 | Racce SL R UV0 | Outdoor |
| C3 | Food | Groceries |
| C3S1P1 | Luflee chocolate | Groceries |
| C3S1P10 | Mousse au Chocolat | Groceries |
| C3S1P11 | Camomile tea | Groceries |
| C3S1P12 | Fusilli | Groceries |
| C3S1P13 | Vine tomatoes | Groceries |
| C3S1P14 | Tuna fillets | Groceries |





Clothing

cover_chapter

clothing grid 2x2

clothing grid 2x2

Outdoor

cover_chapter

flow

outdoor_overview

flow

Food

cover_chapter

groceries grid 8

clothing grid 2x2

groceries_flow

Master Pages

Quantity 1

clothing g...

clothing g...

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flow

groceries ...

groceries ...

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| C2S1P7 | Sergoplaster R24 | Outdoor |
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| C3S1P12 | Fusilli | Groceries |
| C3S1P13 | Vine tomatoes | Groceries |
| C3S1P14 | Tuna fillets | Groceries |

Page Properties

2/11

clothing grid 2x2



comments & annotations



Clothing

4

cover_chapter

clothing grid 2x2

clothing grid 2x2

clothing grid 2x2

Outdoor

3

cover_chapter

flow

outdoor_overview

1

2

3

4

5

6

7

flow

Food

4

cover_chapter

groceries grid 8

clothing grid 2x2

groceries_flow

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clothing g...

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|----------|--------------------|-----------|
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clothing grid 2x2

Clothing

4

cover_chapter

clothing grid 2x2

clothing grid 2x2

clothing grid 2x2

Outdoor

3

cover_chapter

flow

outdoor_overview

Food

4

flow

cover_chapter

groceries grid 8

clothing grid 2x2

groceries_flow

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| C3S1P13 | Vine tomatoes | Groceries |
| C3S1P14 | Tuna filets | Groceries |

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Page Properties

3/12

clothing grid 2x2

Clothing

4

cover_chapter

clothing grid 2x2

clothing grid 2x2

clothing grid 2x2

Outdoor

3

cover_chapter

flow

outdoor_overview

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flow

cover_chapter

groceries grid 8

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| C3S1P13 | Vine tomatoes | Groceries |
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Page Properties

3/12

clothing grid 2x2

**generate any supported
format**






Enter your comment here ...

Peter.Flory

please review all prodcuts on this page in the PIM, i'm not sure about data quality here

09.06.2024 08:51 PM


Tools





Comments

Peter.F...

replace with latest photo

 2

09.06.2024 08:50 PM



Enter comment

SHIRTS & HOODIES



Olympas

The Olympus hooded sweatshirt convinces with optimal quality and workmanship. It is made of a light and comfortable fabric. And its print is particularly eye catching.

Material: 100% Egyptian cotton

Colour: pink streaked

Article number: clo shi oly

£ 36.00



Transient

The Transient shirt is a newly interpreted form. This long-sleeve is incredibly cuddly. The model has a stand-up collar and a straight hem.

Material: 100% cotton

Colour: White

Article number: clo shi tra

£ 71.95



Sivel

This cropped t-shirt is made from cotton jersey fabric with a shortened fit and has a relaxed fit. The short-sleeved design is rounded off with a pretty print.

Material: 100% cotton

Colour: green

Article number: clo hos siv

£ 53.95



Friese

The Comfort Fit T-shirts convince by their optimal quality and craftsmanship. They are especially suitable for sporty active women who appreciate their freedom of movement.

Material: 95% cotton 1% spandex

Colour: pink

Article number: clo hos fri

£ 32.40




Enter your comment here ...

Peter.Flory

please review all prodcuts on this page in the PIM, i'm not sure about data quality here

09.06.2024 08:51 PM


Tools




Comments

Peter.F...

replace with latest photo

 2

09.06.2024 08:50 PM

 X

Enter comment

SHIRTS & HOODIES



Olympas

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Material: 100% Egyptian cotton
Colour: pink streaked
Article number: clo shi oly **£ 36.00**



Transient

Timeless shirt in a newly interpreted form. This long sleeve is incredibly cuddly. The model has a stand up collar and a straight hem.

Material: 100% cotton
Colour: White
Article number: clo shi tra **£ 71.95**



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Article number: clo hos fri **£ 32.40**

promote to Adobe InDesign



Builder

Catalog 2024 Webinar

Page Planning

en_GB

100%

Pause

00:00:00

Bereich auswählen

Audio

Mauszeiger aufzeichnen

Clothing

4

cover_chapter

1

clothing grid 2x2

2

clothing grid 2x2

3

clothing grid 2x2

4

Outdoor

3

cover_chapter

5

flow

6

outdoor_overview

7

Food

4

flow

8

cover_chapter

9

groceries grid 8

10

clothing grid 2x2

11

groceries_flow

12

1

PAGES SELECTED

+

MOVE TO ...

Master Pages

Quantity

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clothing g...

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groceries ...

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Help

Products

ID

Display Value

Category

Availability

C1

Clothing

Clothing

C1S1P1

Olympas

Clothing

in stock

C1S1P2

Eternal DEMO

Clothing

in stock

C1S1P3

Transient

Clothing

in stock

C1S1P4

Juck & Joni

Clothing

in stock

C1S2P1

Samy

Clothing

in stock

C1S2P2

Sivel

Clothing

in stock

C1S2P3

Sneaj

Clothing

in stock

C1S2P4

Friese

Clothing

in stock

C2

Outdoor

Outdoor

C2S1I1

Outdoor overview

Outdoor

C2S1P1

Hurricane Hedwig

Outdoor

in stock

C2S1P10

Aviator 85

Outdoor

in stock

C2S1P11

Madlad Trace 88

Outdoor

in stock

C2S1P2

Squadrone Racer 88

Outdoor

in stock

C2S1P3

Salmon 80 TI

Outdoor

in stock

C2S1P6

Shira SMU

Outdoor

in stock

C2S1P7

Sergoplaster R24

Outdoor

in stock

C2S1P8

Racce SL R UVO

Outdoor

in stock

C3

Food

Groceries

C3S1P1

Lufée chocolate

Groceries

in stock

C3S1P10

Mousse au Chocolat

Groceries

in stock

C3S1P11

Camomile tea

Groceries

in stock

C3S1P12

Fusilli

Groceries

in stock

C3S1P13

Vine tomatoes

Groceries

not in stock

C3S1P14

Tuna fillets

Groceries

not in stock

Page Properties

3/12

clothing grid 2x2

Builder

Catalog 2024 Webinar

Page Planning

en_GB

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Pause

00:00:00

Bereich auswählen

Audio

Mauszeiger aufzeichnen

Clothing

4

cover_chapter

clothing grid 2x2

clothing grid 2x2

clothing grid 2x2

Outdoor

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cover_chapter

flow

outdoor_overview

flow

Food

4

groceries grid 8

clothing grid 2x2

groceries_flow

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MOVE TO ...

Master Pages

Quantity

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groceries ...

groceries ...

outdoor o...

Help

Products

ID

Display Value

Category

Availability

C1

Clothing

Clothing

C1S1P1

Olympas

Clothing

in stock

C1S1P2

Eternal DEMO

Clothing

in stock

C1S1P3

Transient

Clothing

in stock

C1S1P4

Juck & Joni

Clothing

in stock

C1S2P1

Samy

Clothing

in stock

C1S2P2

Sivel

Clothing

in stock

C1S2P3

Sneaj

Clothing

in stock

C1S2P4

Friese

Clothing

in stock

C2

Outdoor

Outdoor

C2S1I1

Outdoor overview

Outdoor

C2S1P1

Hurricane Hedwig

Outdoor

in stock

C2S1P10

Aviator 85

Outdoor

in stock

C2S1P11

Madlad Trace 88

Outdoor

in stock

C2S1P2

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Outdoor

in stock

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Fusilli

Groceries

in stock

C3S1P13

Vine tomatoes

Groceries

not in stock

C3S1P14

Tuna fillets

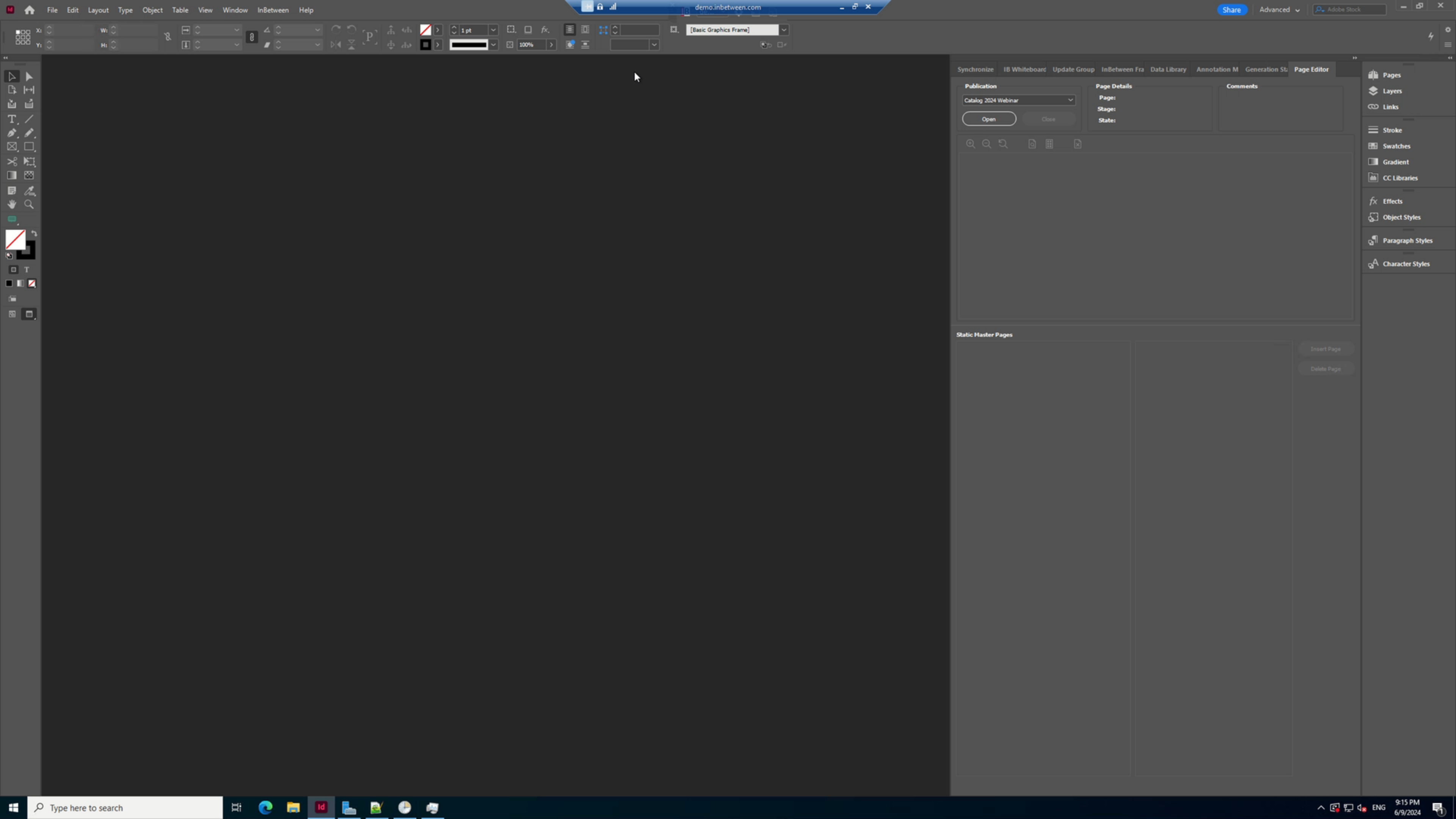
Groceries

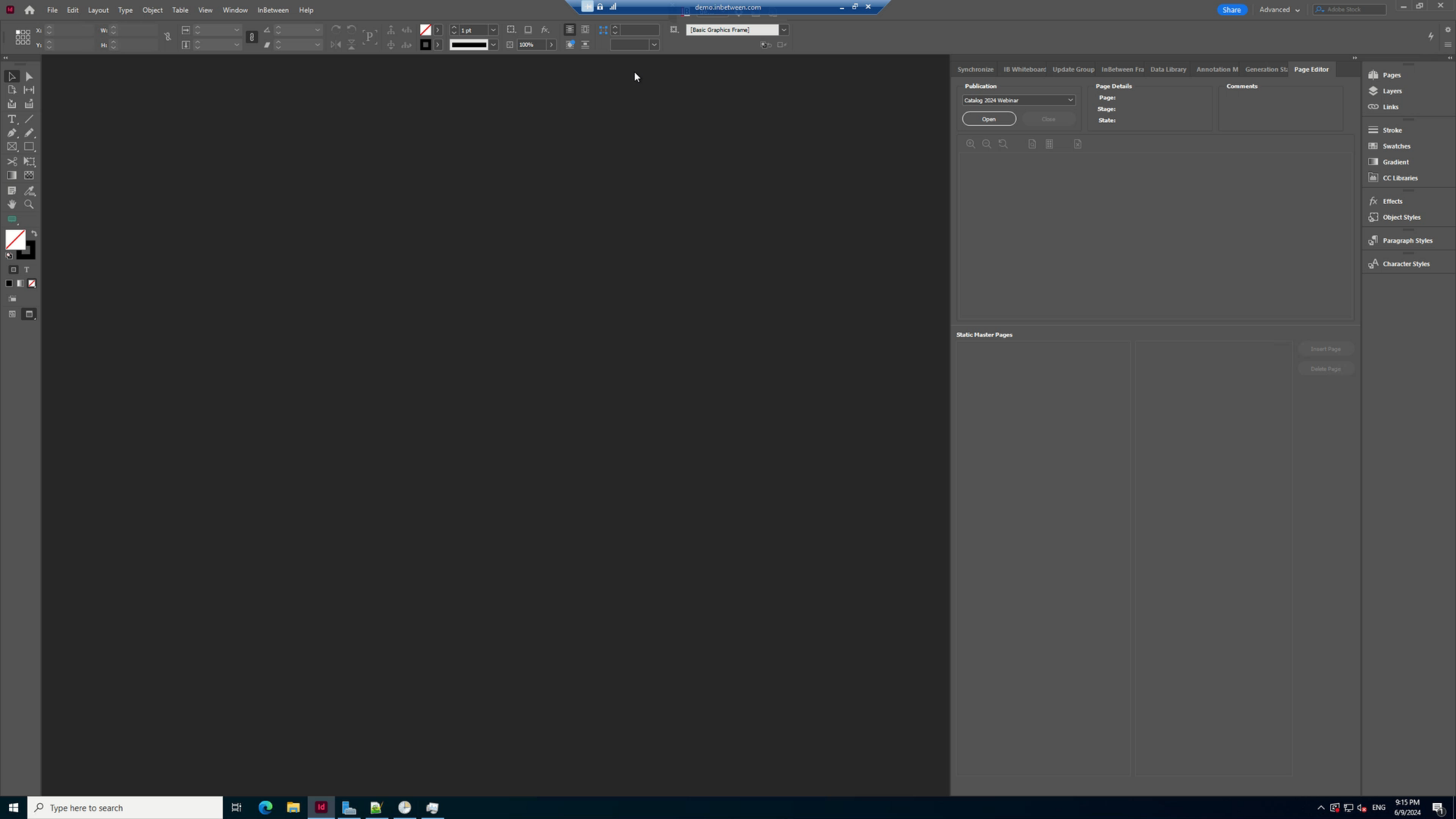
not in stock

Page Properties

3/12

clothing grid 2x2





Scope of the project

- 4.500 multi-page **technical datasheets**
- Technical documents of high-complexity
- 5 languages
- Multiple brands / business units in customized layouts

Publishing process

- Fully automated publishing straight to PDF
- Scheduled production from PIM
- Roll-out for additional brands

Business benefits

- 1M+ euros saved
- Several thousand person days saved
- Accelerated processes

ARKEMA

TECHNICAL DATA SHEET
TBM
T-BUTYLMERCAPTAN
(CH₃)₃CSH
CAS Number : 75-66-1
EINECS : 200-890-2

STANDARD SALES SPECIFICATIONS

| SPECIFICATIONS | VALUE RANGE | UNIT | STANDARD |
|---------------------------------------|-------------|-------|--------------------------------|
| Color | max 15 | APHA | TIO FT 39* / SOP QC - 119 e** |
| Purity | ≥ 98.5 | wt. % | TIO MA 102* / SOP QC - 082 e** |
| Cloud point mixed (in 20% dry Hexane) | ≤ -29 | °C | TIO MA 101* / SOP QC - 081 e** |

* Lacq Methods ** Rotterdam Methods

The above commercial specifications are guaranteed

TECHNICAL DATA

Uses

Tert-BUTYLMERCAPTAN is one of the components of numerous natural gas odorizing.

Physical data

| | |
|--------------------------------|--------------|
| Appearance | Clear liquid |
| Odor character | Gassy |
| Molecular Weight (g/mol) | 90 |
| Vapor pressure (15°C, mbar) | 155 |
| Vapor pressure (20°C, mbar) | 195 |
| Viscosity (20°C, mPa.s) | 0.631 |
| Density (20°C, kg/m3) | 800 |
| Flash point (°C) | -26 |
| Decomposition temperature (°C) | 450 |
| Lower explosive limit (%) | 1.4 |
| Autoignition temperature (°C) | 255 |
| Refractive index | 1.423 |
| Melting Point (°C) | 0 |
| Solubility in water | 1,47 g/L |

STORAGE/SAFETY / PRECAUTIONS DURING USE / HANDLING

Please refer to the safety data use before any use.

PACKAGING AND TRANSPORT

May be delivered in various packaging:
- Bulk : Truck - Iso container
- Semi Bulk Container
- Small returnable packagings
OR
- One Way Drums
Please ask the Packaging details to your local Arkema commercial contact.

Arkema France
420, rue d'Estienne d'Orves
92706 Colombes Cedex
France
www.thiochemicals.arkema.com

Disclaimer - Please consult Arkema's disclaimer regarding the use of Arkema's products on <https://www.arkema.com/global/en/products/product-safety/disclaimer/>, which is incorporated herein by reference and made a part hereof.
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ARKEMA

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Scope of the project

- Price catalog in 2 languages
- 12 price list catalogs
- Varying product ranges

Publishing process

- Partially automated publishing
- All country and language variants produced using the same process

Business benefits

- Reduced generation time of 700 catalog pages from several months to 12 hours, catering to various countries with different product ranges
- Improved time-to-market for country versions





Scope of the project

- Catalogs with several 100 pages
- 30+ languages worldwide

Publishing process

- Partially automated publishing
- Collaborative platform for product managers
- Review & approval workflows
- Across brands and subsidiaries
- Finishing in InDesign

Business benefits

- 90% time & money savings producing catalogs
- Improved time-to-market for country versions



Unlock the power of seamless automation

**WITH
NTARA &
INBETWEEN
PUBLISHING
SOFTWARE**

NO MORE brand inconsistencies and inaccurate data

NO MORE time-consuming adaption for various languages

NO MORE back-and-forth of product images, prices, document reviews

NO MORE inefficient workflows

AT THE SAME TIME

Full control over your data and increased **quality**

Savings in **cost, time and resources**

Reduced **time-to-market** for new products

Increase in overall **efficiency** and productivity



Jeff Pre Close



If you **have** a **PIM**

Schedule a meeting with
Ntara & InBetween



If you **don't** have a **PIM**

Schedule a meeting
with Ntara

bridges@ntara.com

If you have a PIM

if you don't have a PIM



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bridges@ntara.com