ACCELERATING PRODUCTIVITY IN THE DESIGN WORKFLOW BY STREAMLINING PROJECT COLLABORATION AND PRINTING PROCESSES

edg | Creatives 創意設計

edg Creatives is an award-winning interior design studio that provides creative and sustainable design solutions for corporate, commercial and healthcare spaces through the collaborative effort of international and local talents. Developed by edg (China) Corporation to fulfill the need for high-end design services, the China-based studio provides strategic planning, interior architecture, MEP engineering, project management and sustainability consultancy throughout Greater China. With two offices committed to becoming LEED, (Leadership in Energy and Environmental Design) Gold and Carbon-Neutral, the company passionately seeks to raise the standard of interior design practice nationwide.

"In our studio, when a job comes in, one dedicated team will work on it. We also have outside collaborators that we turn to for specialist consultancy, like lighting or media technologies that we want to integrate. Close collaboration is fundamental," explains Steffen Hildebrand, senior designer at edg Creatives. "We have used email or an FTP system to share large files between design teams, consultants or clients. It's a 'manual' process and so is version tracking, by manually adding dates to file names and checking you're looking at the latest one. The business is so fast-paced here in China that every couple of days we may create a new version of a plan. Clients have more choice and are asking us to deliver on projects the day before yesterday. If you want to be competitive and stay in business, you need to adapt."

Compressing the workflow simply and productively

Nearly every project demands a high level of creative and technical collaboration to deliver projects accurately and to deadline. When edg Creatives were offered the opportunity to trial an HP Designjet T1300 ePrinter and HP ePrint & Share, they realized they would be able to reduce the number of steps in their workflow and collaborate more productively. HP ePrint & Share is a collaborative Web printing solution[1] that lets edg print easily and share content instantly, and where the job takes them. It's built around a secure online library that can be accessed, and will allow Steffen to access previews even on his iPhone® to check the latest version or print it to a HP web-connected printer[2].

"We are currently testing HP ePrint & Share to share files and designs produced in our design studio here in Shanghai to be delivered to a client that is being served by our branch office in Beijing," explains Hildebrand. "There is definitely huge potential for the HP ePrint & Share solution to simplify the complex workflow between edg's different branch offices. We have numerous projects where designs are produced in the head office and will then be required by our branch office. It will be invaluable."

CHALLENGE

- Simplify and reduce the number of steps in a complex, collaborative workflow across different sites
- Securely allow design teams, consultants and clients to instantly access and/or share, preview and print large-format files without the specific application or printer drivers
- Gain precious time by compressing review and approval cycles to meet tight deadlines
- Produce high quality, large format plans, drawings and renders accurately and at high speed

SOLUTIONS

- HP Designjet T1300 ePrinter
- HP ePrint & Share
- HP Universal Bond Paper
- HP Bright White Inkjet Paper
- HP Coated Paper
- HP Universal High Gloss Photo Paper

RESULTS

- HP ePrint & Share simplifies workflow with one-click print and preview regardless of format without having to install drivers or open specific applications
- AutoCad plug in enables direct access to ePrint & Share, creation of a PDF version of prints while printing, and to save a copy, all through a single interface
- ePrinter's color touch screen offers simple and instant project printing and sharing, even from USB thumb drives
- Secure certified protection with HP plus full version and project tracking, access control and status notifications
- On the move smartphone access, reviews and mark-up accelerates project design lifecycle
- Fast, high image quality printing delivers large format projects to tight deadlines

Sharing large AutoCAD files easily

The HP ePrint & Share solution enables edg to generate precise previews before printing without opening specific applications. Designers can save and access print-ready files online and share these files with colleagues and clients easily. The AutoCAD® plug-in, in addition, offers PDF[3] creation at the same time as printing – in one-click. Exploiting the HP Designjet T1300 ePrinter's touch screen, users can simply and quickly exploit all HP ePrint & Share features for files stored on a USB thumb drive by simply connecting it to the ePrinter's USB port and dragging files. The color touch screen also offers accurate, real-time print layout previews, saving time and preventing waste from incorrect prints.

"We rely mostly on AutoCAD for our CAD drawing needs so it is definitely an advantage that the plug-in links it to the HP ePrint & Share solution, allowing us to make use of this functionality right away," adds Hildebrand. "AutoCAD helps us because changes can be made very easily and quickly. But we also try to minimize the delivery times to our clients by using technology like the Internet to share the files online with them."

Meeting deadlines with high speed and quality

Collaboration is one factor edg needs to consider when deploying a new printing platform. Speeds with high quality printing are also essential. "When we have to print out a large number of files or plan drawings, it is important to have a machine that can print quickly because most of the time we have to produce double or triple packages of those drawings to submit to city committees and so forth. That's why the speed of a printing machine is very important," says Hildebrand. "We also have to produce large scale prints for presentations where we value the high quality, photo-realistic renderings from the HP Designjet T1300 ePrinter."

The HP Designjet T1300 ePrinter can produce up to 2 A1-D-size prints per minute in color – even at high quality settings. Two rolls with smart switching maximizes productivity, giving edg the ability to meet tight delivery deadlines with confidence.

Going mobile – staying on the job

Accessing critical files on the move is becoming increasingly important for edg so viewing, marking up or approving large files from a mobile device will be a big advantage for Hildebrand and his team. "We are out of the office regularly if we have to go on a site visit here or in another city in China, so having our colleagues working on plans and allowing us to review or approve a PDF or print job, or mark up any changes on my iPhone, will keep the project moving forward and help us meet deadlines." concludes Hildebrand.

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— Steffen Hildebrand, senior designer, edg Creatives

1) HP ePrint & Share is a free web-printing solution that lets you automatically manage content online. It requires an Internet connection.

2) Remote printing will be available by end of 2011

3) Requires AutoCAD®

To learn more about HP web-connected printers, visit www.hp.com/go/simplify

To learn more, visit www.hp.com/go/graphicarts

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