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Significans Automation launches custom workflow services
New company offers unique approach for lights-out operations

Toronto, ON, May 22, 2018—Significans Automation Inc., a newly formed global professional services company that formerly operated as Myrpress Consulting Inc., announces the launch of its prepress custom workflow automation solutions. Using leading systems, such as Esko Automation Engine, Enfocus, and others, as the baseline, the company creates sophisticated customized automation workflow modules that reflect individual user needs and processes, and that integrate seamlessly into other prepress and production systems.

Significans Automation is a game changer for the graphic arts industry, offering an innovative approach to workflow. Its leading-edge automation services will enable graphic arts service providers to achieve unmanned production environments that take advantage of the benefits presented by the spread of artificial intelligence and robotics.

“Many service providers in the graphics industry are struggling for profitability. It’s also clear that we are in a pre-robotic era and that robotics and artificial intelligence are expected to become the norm very soon. The only way to become profitable in this scenario is to automate the workflow as much as possible so that service providers can take advantage of all that AI and robotic applications have to offer,” said Marc Raad, Executive Vice President.

This approach is unique and superior to other business models which offer pre-configured software systems that often do not meet the needs of service providers and don’t integrate with existing operations. Of about 100,000 workflow systems installed globally, most are underutilized and the scope of automation is limited by minimal customization. Only about 7% of the global placements have a significant level of sophisticated customization.

Significans Automation will create custom systems that reflect the unique circumstances, production needs and markets of all graphic arts service providers. Each one can expect an entirely integrated “lights out,” prepress operation that automates labor-intensive jobs, identifies and eliminates barriers to enhanced productivity, and facilitates robotics and robotic workflows in the future.

“We adopt reverse engineering methodologies to create advanced levels of automation in our customer’s facilities. The results we’ve seen is up to 90% savings in time and potentially an 800% increase in productivity,” said Mircea Petrescu, CEO and CTO of Significans Automation. “In certain situations, we can replace many hours of labor with as little as two to eight minutes of automated tasks.”

The company’s analysts and developers produce results that far exceed the capabilities of any in-house IT team and unlike other third-party integrators, Significans Automation is focused solely on the graphic arts industry. Clients benefit from short customer engagements and faster delivery

In addition to custom workflow development, including color management, Significans Automation provides prepress training and business integration services.

About Significans Automation

Significans Automation Inc. was established in 2018 by a team of leading graphic arts experts who share more than 100 years’ experience between them. The company is led by Marc Raad, Executive Vice President, and Mircea Petrescu, CEO and CTO.

Significans Automation is built on foundations laid by Myrpress Consulting Inc., a consultancy that Petrescu founded in 2012 to develop automated, customized workflows, and which serviced a large customer base in 27 countries. Myrpress Consulting has been merged into Significans Automation.

Marc Raad is an accomplished business, management and sales leader with more than 25 years of outstanding success in software and hardware sales, business development and marketing. He is an acknowledged global expert in developing and growing the graphic arts market for leading global brands like Esko and HP, where he was recognized for his outstanding performance in the upper levels of the top 1% sales achievers. His expertise spans all areas of graphic arts from press, digital printing, prepress, label and converting and packaging processes.

Mircea Petrescu is a globally recognized G7 expert for color management and process optimization with more than 30 years’ experience in all facets of the graphic arts industry. Prior to founding Significans Automation he developed some of the earliest advanced automation prepress systems in the industry, achieving efficiencies exceeding 800% for leading brands. Petrescu is considered by many industry suppliers as a technology innovator and visionary and has been recognized for his excellence and expertise by leading software companies and color-management organizations.