



**Use Case**

**aclevion.**

## Print interface for 10,000 Recipes

When designing magazines, corporate publishing, and newspapers, layouters process large volumes of complex recipe information. The interface between the recipe database in the censhare Content Hub and the WoodWing editorial system makes these workflows as efficient as possible: The recipes are available to the layouters directly in the editorial system and are automatically assigned to the right editions and publications in the right language. As a result, layouters no longer waste time searching and manual errors are virtually non-existent.

The censhare-based recipe database exports recipes together with the style sheets of the planned publication as an InDesign Tagged Text to the WoodWing editorial system. From there, layouters can simply drag and drop the recipes into Adobe InDesign, where the content is directly formatted. This not only saves time but also ensures that no errors creep into the complex recipe texts through subsequent editing.

Today, layouters obtain the recipes for all print publications exclusively from WoodWing, even though these are managed and generated by censhare in the background. They can include complex recipe content in their layouts simply by dragging and dropping. The automatic integration of the extensive recipe database into print production saves money and effort, reduces sources of error, and increases the consistency of information across all channels.

### Requirements

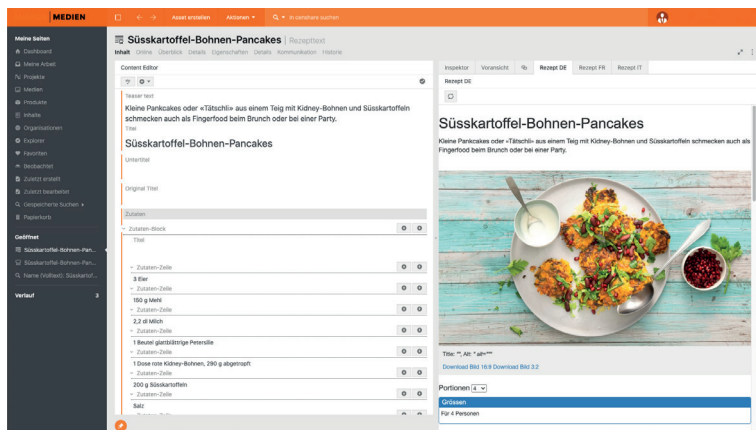
Migros uses a censhare system for the creation, management, and playout of recipes for its print channels and digital offerings such as Migusto, Famigros, or Migros Impuls in German, French, and Italian.

The recipe database was developed by aclevion specifically for Migros and includes more than 10,000 recipes and a large number of complex automations for creating and adapting quantity specifications, nutritional information, and suitable recipe texts in all three languages.

After Migros decided to standardize their print production with Adobe InDesign and WoodWing, they worked with aclevion and the WoodWing partner to find a solution to import the finished recipe texts into WoodWing and use them directly in Adobe InDesign without further editing.

# 1'500 recipes in 4 publications (almost) without manual intervention

Every day, the layouters place and publish a large number of recipes in a variety of publications. To make this process as simple and error-free as possible, aclevion developed a direct interface between the recipe database in censhare and the WoodWing editorial system. The entire process is fully automated and happens without manual intervention.



## 1. Creation of the Recipes

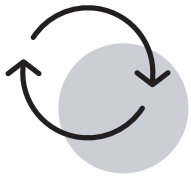
Recipes are produced in all language versions in the censhare recipe database. As soon as the language version of any recipe reaches the workflow status «ready» in the production process, censhare automatically initiates the transformation and transmission of the recipe text.

## 2. Transformation and Transmission

The system automatically creates a finished InDesign tagged text file from the structured recipe text, as well as an XML file with all planning information for placement and publication. Both files are then exported to a connected FTP server. WoodWing monitors this FTP server and imports the finished recipe files automatically.

**« With the connection of censhare and WoodWing, another copy/paste process has been eliminated. The layouters can use the time gained for the design of the publications. »**

**Christoph Spürjin, Migros-Genossenschafts-Bund**  
Head of Editorial Technology



1

consolidated  
print-workflow



1'500

recipes published  
automatically per year



100%

automatic  
formatting



20K+

PDFs generated  
weekly

Name	ID	Status	Kategorie
19493209_Heiseback-SauerkrautPflaen_2_J	328462	A   Beaktion	Rezeptreife
19494120_SauerkrautPflaen-Perennien_A_J	328473	A   Beaktion	Rezeptreife
19494120_SauerkrautPflaen-Perennien_de_J	328487	A   Beaktion	Rezeptreife
19494120_SauerkrautPflaen-Perennien_2_J	328506	A   Beaktion	Rezeptreife
19493209_Heiseback-SauerkrautPflaen_A_J	328293	A   Beaktion	Rezeptreife
19493209_Heiseback-SauerkrautPflaen_de_J	328516	A   Beaktion	Rezeptreife
19493209_Heiseback-SauerkrautPflaen_2_J	328539	A   Beaktion	Rezeptreife
19481955_Sortierli mit SauerkrautPflaen und Maer_2_J	277752	A   Beaktion	Rezeptreife
19481955_Sortierli mit SauerkrautPflaen und Maer_2_J	277751	A   Beaktion	Rezeptreife
19481955_Sortierli mit SauerkrautPflaen und Maer_de_2_J	277750	A   Beaktion	Rezeptreife
19480502_SauerkrautPflaen-Salat mit RauchKaeoese_A_J	277663	A   Beaktion	Rezeptreife
19480502_SauerkrautPflaen-Salat mit RauchKaeoese_A_J	277662	A   Beaktion	Rezeptreife
19480502_SauerkrautPflaen-Salat mit RauchKaeoese_de_J	277661	A   Beaktion	Rezeptreife

### 3. Automatic Planning and Allocation

In WoodWing, recipes are automatically assigned to the correct channels and issues of a publication based on the included planning information. This not only gives layouters access to all recipes directly in their editorial system, but it also means they no longer have to worry about which recipe belongs to which issue and publication.

### 4. Placement via Drag & Drop

Finally, because InDesign Tagged Text Files contain not only the recipe content but also the publication's style sheets, layouters can simply drag and drop them into Adobe InDesign layouts. The formatting of the content then happens automatically and error-free in InDesign.



**« With the introduction of recipe transformation, recipes can be automatically inserted into the InDesign document with the correct formatting being applied. This is a huge time-saver compared to the former manual copy/paste process used by layouters.»**

**Christoph Spürgin, Migros-Genossenschafts-Bund**  
Head of Editorial Technology

### **About alevion**

For 15 years we have been providing our customers with digital solutions for the best customer and product experience. We create content hubs, content platforms and PIM systems. We focus on leading applications, the latest technology and the best fit for you. In doing so, we listen to you until we really understand your business with all its specialties and needs. This is how we develop customized solutions that are not only tailor-made but also sustainable. For Migros, Geberit, Die Mobiliar, V-Zug and for you.

Learn more at [alevion.com](https://www.alevion.com)

### **About Migros**

Migros was founded in 1925 and has since become the market leader in the Swiss retail sector. Today, the approximately 98,000 employees generate around 29 billion Swiss francs annually. The cooperatively organized company is active throughout Switzerland and has a nationwide presence with ten regional cooperatives and around 2.3 million members.

The Migros Group includes supermarkets, specialist stores, various industrial operations, as well as trading and travel companies. Migros is one of the most trusted brands in Switzerland.