German technology provider for multi-channel publishing solutions WERK II GmbH pursues globalization strategy and delivers software solution for the digital transformation of printing industry

30th May, 2016 - Düsseldorf. The product “priint:suite” of WERK II GmbH has resulted from over 25 years of pioneer work in the field of data driven publishing. Today priint:suite is the leading multi-channel publishing platform for product communication. WERK II is now taking the next step in its globalization strategy with the establishment of Tokyo-based Japanese subsidiary “print Japan”.

Horst Huber, founder and CEO of WERK II: "We operate with key global players in the content area, such as SAP Hybris, Informatica and riversand as well as traditional printing and publishing companies. Japan is the third largest economy and one of the largest printing and publishing markets worldwide. It is only natural to introduce our solutions there with our many years of experience in print automation and optimization of catalog production in Europe. Reinforcing our growing market expansion, four years ago we formed priint US, whilst last year the French subsidiary priint France was established so now with our introduction in the Asian market, we have taken important steps in executing our globalization strategy."

In February priint Japan exhibited with a booth at the PAGE show in Tokyo. Kay Puffer of WERK II from Germany: "The high quality requirements of Japanese industry regarding print publications are recognized and fully supported in terms of automation and complexity. This confirms the technology leadership and innovative capacity of our priint:suite." Wataru Tada, CEO priint Japan: "With the establishment of print Japan we look forward to meeting with the many players in the Japanese print market at DRUPA 2016 in Düsseldorf, Germany. WERK II will be well represented at this world trade fair for print media as well, as a leading provider of German publishing technology."

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PRESS RELEASE FOR IMMEDIATE RELEASE

WERK II sends DRUPA visitors on “Customer Journey”:

With the help of a “Touchpoint Travel Map” presented as a Underground/Tube Map, WERK II GmbH presents at DRUPA 2016 trendsetting outlook for the printing industry.

Every day, new communication channels spring up like mushrooms, that help companies to reach their customers and consumers, all using offline, online and mobile devices. The number of “touchpoints” where customers come into contact with their product or service, in the so-called “Customer Journey”, grows continuously. Using a “Touchpoint Travel Map” visitors to DRUPA can go exploring and get business relevant inspiration on how many touchpoints in the customer journey are relevant to print and how to create added value in the multi channel communication of the companies. In one on one consultations with WERK II experts and daily lectures in DIP lounge at 11:30 AM on the topic “future of print in multichannel communication - explore new and attractive touchpoints” DRUPA visitors get an idea on how they can approach the challenge of increasingly growing communication channels and how to explain the importance of print in the “customer journey”.

Product-/ performance portfolio

print:suite is a technology platform for integrated multi channel communication. It connects content from more than 50 content systems with the publishing process. It generates automated print publications, OnDemand Publishing and Native Digital Publishing. With an open and scalable architecture print:suite can flexibly respond to various requirements and creates the basis for the future of print in a digital world.

legend: application fields with print:suite – WERK II graphics

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One-to-one communication with print:suite

print:suite is the response to the challenges associated with “Print Media Industry 4.0”. “We believe in the relevancy of print and publishing by enabling a better publishing experience with relevant content,” so Horst Huber, founder and CEO of WERK II. “The automated preparation of print related pages with the minimum lot size of “1” failed so far due to the lack of data being constantly available. print:suite will change this.” As well as the creation of additional attractive touchpoints in the customer journey.

For external service providers the implementation of print:suite helps to ensure the access to customer content and data. In future it will be possible to target publishing applications in real time, instead of only sending mass produced flyers to many mailboxes etc. Whilst the commerce platforms are handling the packaging of orders individualized flyers can be generated, in real time that can then be inserted into the parcel destined for the customer – these are now much more relevant and in empathy with the recipient needs. Using this method, industrial manufacturers and brand owners can respond directly to their actual end users and consumers with strong communication publications.

In addition to classically printed articles such as catalogs, price lists and data sheets it is able to produce automated preparation of personalized sales documents and individualized instruction manuals. print:suite therefore creates the basis for further revenue generating B-to-B and B-to-C communication.

About WERK II / print Group

print:suite is a product of German technology provider for multichannel publishing solutions, WERK II, with print Group offices in the US, UK, France, Germany, Poland and Japan. print:suite has resulted from over 25 years of pioneer work in the field of data driven publishing. Today print:suite is the leading multichannel publishing platform for product communication.

Worldwide more than 350 customers and more than 80 commerce, MDM, PIM and DAM partners rely on print:suite in order to create their print publications faster, more efficient and cost effective and to build global publishing platforms. Within the field of product communication, print:suite is currently the only globally available technology platform for enterprise publishing on the market.

Contact

WERK II will be exhibiting the product and solutions at its booth 7.0 A06 in Hall 7 at DRUPA 2016II more info on www.priint.com

Kristin Kain
+49(0)151-22620337
kristin.kain@priint.com