New Publishing Automation Allows for Exceptional Flexibility and Personalization

schachermayer

Founded in 1838, Schachermayer is a 6th generation family business based in Linz, Austria. The large corporation employs more than 2,200 people, with stockholding subsidiaries in 10 Eastern European countries as well as sales offices in Germany and Italy.

Schachermayer-Großhandelsgesellschaft m.b.H. is a Europe-wide operating wholesale company for wood and metalworking companies, industry and trade. Their large assortment of products includes over 100,000 stock items and supports customers from trade, industry and commerce. Their extensive reach includes product lines for building hardware, storage technology, fastening technology, kitchen appliances, tools and power tools, machines for wood and metal processing and more. Schachermayer's subsidiary is Rechberger- an established trading company founded in 1885 specializing in porcelain and tableware. The Schachermayer family of entrepreneurs acquired Rechberger in 1969.

Opportunity

Due to their vast array of items, Schachermayer found their publication planning and design process to be a highly time-consuming and laborious task that not only tied up the capacities of the creative department, but also those of product management.

Schachermayer initially took the first step towards automating their print production processes by introducing a Product Information Management (PIM) system. The next step was to create their 1,500-page catalog as automatically as possible allowing the production workflow to be more efficient.

Solution

Schachermayer now relies on Informatica as its PIM system. With the implementation of the **priint:suite**, Schachermayer now produces up to 7 main catalogs and 60 to 70 brochures annually, in contrast to only one or two per year. Without intelligent templating automation, creation and implementation of this scale would not be possible. For collaboration and management of publications, the priint:planner helps to manage and monitor them, making the publishing process secure, scalable and done with ease.

Advantages

✔ **A high degree of automation**
Correct data is derived for publishing automation from a customized structured and maintained database

✔ **A self-sufficient approach**
Team members work independently with the software

✔ **Monitoring of the entire process**
All production steps are automatically monitored and controlled with the priint:planner

✔ **Flexibility for changing requirements**
High flexibility to adjust to a multitude of language and content requirements

✔ **Company-wide synergy**
Schachermayer and its subsidiary Rechberger equally rely on the print:comet and priint:planner for their publishing automation needs

Different audiences for an enormous assortment

Class instead of mass: Schachermayer caters to several different industries and boasts over 100,000 products- from building hardware, storage technology, fastening technology, kitchen appliances, tools and power tools, machines for wood and metal processing and more. Nevertheless, the company now succeeds in reaching targeted customer groups with specific product information through publishing automation.

Schachermayer's clientele is very diverse. Customers range from industrial companies, specialized trade and various craft businesses (such as glass construction), metal construction and also wood processing companies. The wholesaler's established customer base also includes the construction industry. In many scenarios, people who require and use technical products in their day-to-day work access several items from Schachermayer's range of products.

Prior to the implementation of the priint:suite these aforementioned target groups were provided solely with the former catalog production- a large and often overwhelming 1,500 page general catalog that was neither industry or target specific.

Changing to a targeted group approach

In print and publishing alike, it's becoming increasingly necessary to offer customers only relevant content to suit their needs. The preference of the channel through which this is done is customer-specific, with many customers still preferring print media, while others prefer to obtain their information via digital channels. Printed media plays a major role for sales staff at Schachermayer. This is because a printed medium not only stays with the customer for what is typically a long time, but it also leaves a more lasting impression and is ideal as a "door opener" for further customer communication.

A shift to personalized publication

Schachermayer has realized the necessity for personalization and has adapted its marketing materials to target specific groups as opposed to a general audience. Today, the company produces up to 7 main catalogs and 60 to 70 brochures annually in several different languages that are individualized, target group-specific and feature demand-oriented content to

showcase its products. The multitude of brochures are now industry-specific with sub-ranges taken from the overall range and presented in a summary style format.

Additionally, the online store includes flip catalogs, current brochures and downloadable PDFs of the customer targeted magazine "Holz&Eisen" available directly on their homepage.

A few templates for thousands of pages

In order to achieve the highest possible degree of automation with a fast turnaround in production, a set of templates was developed. Templates work with placeholders whose contents are dynamically placed with the contents of the linked content systems. The templates define the content of an entire page or the content of a single product presentation.

In terms of templating, Schachermayer's product marketing team works closely with the internal data center and WERK II.

Synergy from the start

The subsidiary Rechberger also uses the priint:suite and priint:planner for its print and publishing publications. Rechberg is a wholesale company and specializes in tableware primarily for the catering and hotel industries. In order to achieve as many synergy effects as possible, templating for Rechberger was included in the implementation scenario from the very beginning.

Focusing on the future

At Schachermayer, the focus is on automating catalogs and associated processes optimization. The wholesaler has recognized the need to increasingly integrate print and publishing into the digitization strategy to a greater extent for continued success.

Catalogs / Brochures

Schachermayer-Großhandelsgesellschaft m.b.H.

A large wholesaler for products in the field of technology and design

A 6th generation family business: Based on more than 180 years of family tradition, Gerd and Josef Schachermayer have managed the group of companies since 2008. Gerd Schachermayer is the responsible managing director of Schachermayer, and Josef Schachermayer manages Rechberger.

Wholesaler for technical products: Schachermayer has many decades of experience in the industry, with a wide range of

technical products and design solutions. The company serves tradespeople in the wood, glass and metal processing industries, industrial companies and several commercial enterprises throughout Europe.

Connected to the customer as a service provider: The network of experts in the specialist departments also provides support for complex applications and special issues. Their focus is on individual solutions and rapid implementation.

"Thanks to the outstanding support of our publishing partner WERK II, we are able to efficiently design the production workflow on the one hand and satisfy customer requirements in terms of target group-oriented product communication on the other. Whether analog or digital, the optimally developed flow of information to the customer in all channels ensures a central contribution to the company's success."

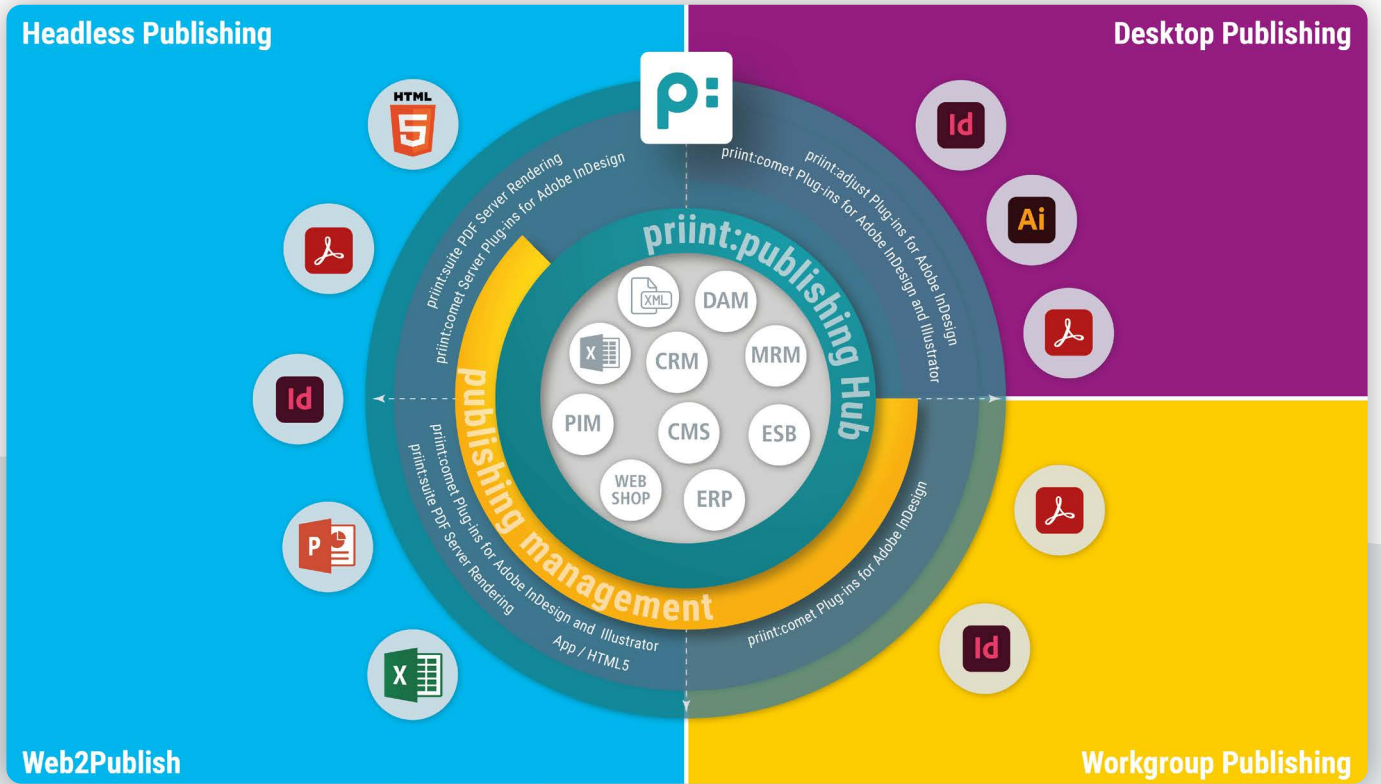**Alexander Steilner, Head of Product Marketing at Schachermayer**

Key Facts

- **priint Group**
- **Region: Worldwide**
- **https://www.priint.com/en/**

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The Solution for All Marketing Publication Challenges

Now more than ever, print and other digital publications are vital to staying connected with customers, colleagues, prospects and audiences. That's why more than 500 satisfied customers and 100 solutions partners trust priint:suite to modernize, automate and simplify their digital and print publishing processes.

priint:suite plug-ins for Adobe® inDesign® and Illustrator® enable organizations to integrate the most diverse data sources (ERP, PIM, MDM, DAM, CRM, CMS Web-Shops or MRM systems), making their information usable for any type of publishing project.

The same data and flexibility that fuels digital communication can be seamlessly utilized in the digital and print publishing channels with one click, ensuring a consistent message and customer experience across all channels.

priint:suite is modular and scalable, making successful and cost-effective print process automation possible for organizations of any size and connection to every stakeholder department within the organization effortless – enabling you to finally achieve a truly collaborative omnichannel communications program.

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More info?
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