



## Automated catalog production at Frischeis priint:comet as print export



59 locations in 18 countries, approx. 30,000 customers, around 83,000 products

In 1948 the company was founded by Josef and Antonia Frischeis in Stockerau. With consistency, market proximity and enormous personal commitment, they laid the foundation on which the company developed from a local timber trade to an international JAF Group: With 59 locations in 18 countries in Central Europe, JAF is today the leading wholesaler of wood and wood-based products.

### Opportunity

Manual work processes made catalog production a complex, time-consuming and error-prone affair. The goal was to develop a rollout plan to automate the various catalogs in phases.

### Solution

Implementation of automation by using the database publishing solution priint:comet for fully automated production of the catalogues „Floorbook“ and „Terracebook“ as basis and template for further production.

### Advantages

- ✓ 50% time saving in catalog production
- ✓ 90% automation in catalog production
- ✓ Automated page layout through graphic templates
- ✓ Reduction of production lead times
- ✓ Minimization of error susceptibility
- ✓ High-End Templating: Intelligent Logic and Linking of Data Sources guarantee quality assurance

## Results and Details

**Significant time and cost savings, improved work processes, centrally controlled catalog system, internationally consistent adherence to CI, improved data quality and availability.**

With a permanent stock of over 20,000 articles and efficient logistics, J.u.A. Frischeis is Austria's largest dealer for wood and wood-based materials. At 57 locations in 17 countries in Central Europe, the company has built up a nationwide branch network.

**The path to automated catalogue production:**

### Step 1: Great variety of catalogs:

Frischeis produces different product catalogs in several languages for international locations.

### Step 2 Challenge:

Manual work processes make production a complex, time-consuming and error-prone affair.

### Step 3: Objective:

Development of a rollout plan to transfer the various catalogs to automation in phases.

### Step 4: Implementation of automation:

Fully automated production of the catalogs „Floorbook“ and „Terrassenbuch“ as basis and template for further production with priint:comet.

### Step 5: Fully automatic catalog production:

All future catalogs will be produced fully automatically by JAF itself.

J.u.A. Frischeis has recognized that it is worthwhile to record its print channel faster and more efficiently. The advantages of working with system-based software are noticeable in the form of time and cost savings and improved work processes.



## Our Solution Partner

**Premedia GmbH // We make complexity manageable.**

The media and marketing landscape is in a state of dynamic change – new technologies and market developments are continuously presenting companies with new challenges. Target groups expect relevant content – individually, immediately and via a wide range of communication channels.

This is where Premedia can offer solutions: we are champions at reducing size and overwhelming complexity to simple and scalable solutions.

Premedia helps customers to efficiently organize content in the form of images, text, videos, translations, corrections, approvals and publications over a wide range of channels and to automate publishing.

Working in close cooperation, we can reduce complexity and costs by utilizing smart automation and optimization of processes – an approach that benefits all involved parties. Globally active customers such as Hofer, Josko, Rosenbauer, Trodat, Wüstenrot and the XXXLutz Group are benefiting from our many years of expertise in end-to-end print publishing and the concentrated digital expertise of our group of companies and partners.

For more than 35 years we have been growing together with our customers – often exceeding expectations, because simply, we listen. We will fully adapt to suit your in-house processes, infrastructures, organizational requirements and the corporate culture of our customers.

We are committed to providing optimal strategic solutions for our customers. Our team of professionals will contribute their industry expertise, ingenuity and understanding – dedicated to successfully accomplishing established goals together.



*„We are very satisfied with the result of our cooperation with Premedia. The fully automated production saves us time and, above all, achieves a much higher quality in our catalogs. We are particularly pleased that the new work processes have been very well received internally.“*

Stefan Gotsmy, Project Manager J.u.A. Frischeis

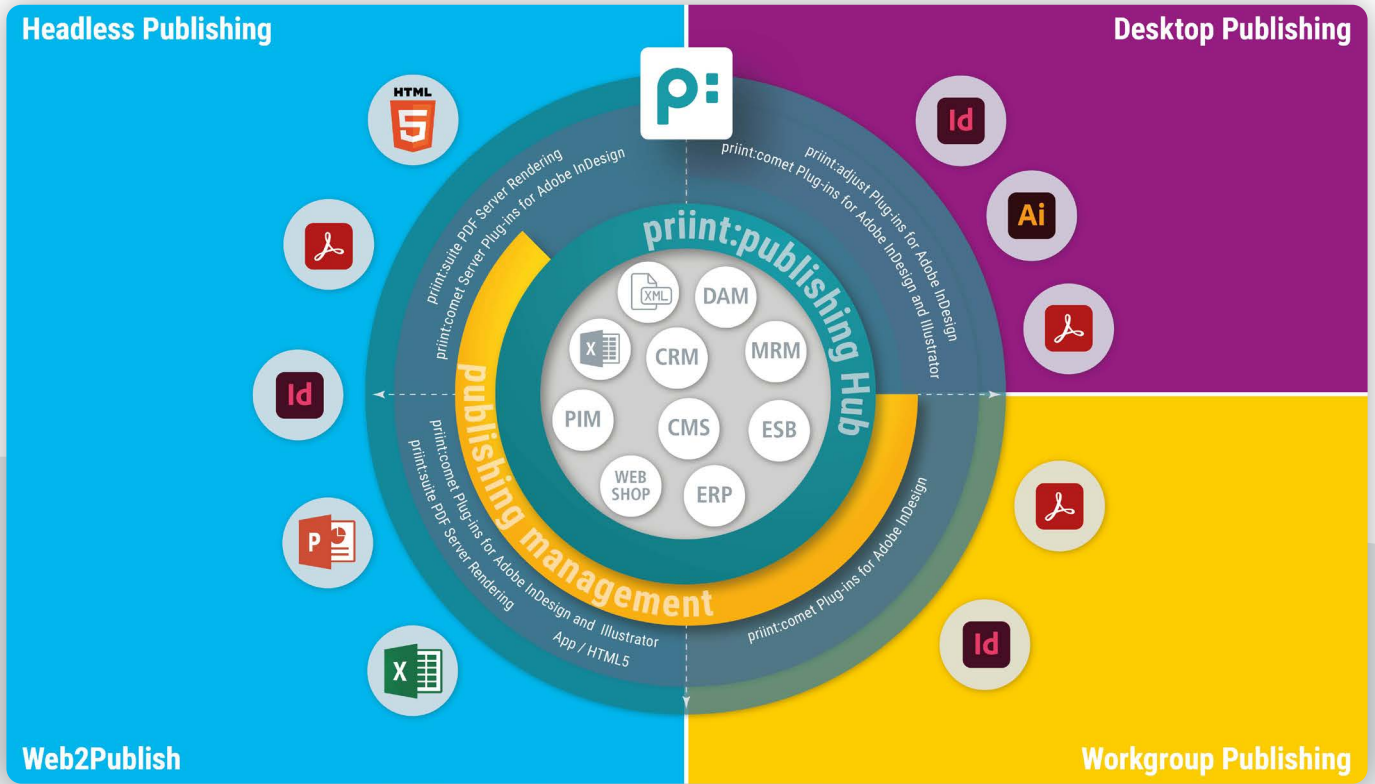
## Key Facts

- Certified Enterprise Solution Partner
- Region: D-A-CH
- <https://www.priint.com/en/partnerprofile/premedia.html>



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# print:suite

## 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 print:suite to modernize, automate and simplify their digital and print publishing processes.



print: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.



print: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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