



Efficient globalization: HAZET's solution for highly complex manual production



With a sales presence in more than 100 countries worldwide and sales of more than 320 million euros, HAZET's catalog of products includes more than 5,500 different tools, and employs over 500 individuals.

Founded in the German town of Remscheid in 1868, HAZET has a strong reputation as a quality tool manufacturer. With over 5,500 tools under its own brand which are developed and manufactured in Germany, the company sells to more than 100 countries around the globe. The range of products includes a comprehensive portfolio- from screwdrivers and pliers, to workshop trolleys and high-precision torque wrenches. Highly qualified engineers use the latest software and CAD computers, while research and development centers continuously monitor and improve the tools as HAZET continually strives for the top position among tool manufacturers.

Opportunity

The creation of the tool manuals is an extremely demanding and complex task. Every year, these manuals are published in 11 different languages and 20 different price variants. In the past, the design of the 500+ page manuals and the adaptation to different language versions and price structures was done manually, which required a considerable amount of time and resources. This always came with the risk of errors and inconsistencies. The challenge was to create and update these extensive manuals for global sales efficiently and without errors.

Solution

For more than 15 years, HAZET has successfully relied on the Xmedia product information management system (PIM) from myview. In the area of print automation, the company relies on the proven solution priint:comet.

Advantages

- ✓ **Regulations easily managed**
Efficient management of complex regulations
- ✓ **Significant time savings**
Quick creation regardless of language and price variations
- ✓ **Easy templating**
Predetermined templates for complex depictions
- ✓ **Language conversions**
Easily convert languages in publications
- ✓ **Consistent data**
Uniform data is reflected across all publications
- ✓ **Output of various table types**
Normal article tables including footnotes, tables with retracted article text lines, referenced accessories, parts list resolutions, and more

How HAZET optimizes printing processes

HAZET successfully transformed their popular tool manual in 11 languages with the help of Xmedia and priint:comet into a new era of automated production, where both quality and efficiency were also redefined.

Through the use of innovative technologies, HAZET has experienced a remarkable transformation in the catalog creation process and overcome various challenges. These include the efficient management and presentation of extensive product data in various output channels as well as the integration of data in apps and the automated creation of print media.

Project highlights: the 2023 tool manual

In 2023, HAZET made a groundbreaking change: for the first time ever, the tool manual was not printed, but prepared so that it could be printed as needed. This project was characterized by several important features:

- **Display of the accessory management:** With the use of priint:comet it was easy to assemble accessories from various inserts in different sizes. This allows HAZET to create detailed and clear tables with pictures. These are particularly useful in workshops, as they ensure that the required tool is always available.
- **Text modules on preliminary pages:** The preview pages in the catalog contain text modules that are treated similarly to article features, but are not directly linked to the article data. These text modules can be easily exported to a translation management system (TMS). The pages are created manually from the text modules stored in the system to facilitate the integration of translated texts into the export process.
- **Cross-references through JavaScript:** In the extensive manual, cross-references are needed to show where certain articles can be found. This is done with the help of JavaScript.
- **Mastering complexity:** The 528-page tool manual was created in 11 languages with 20 price variations.
- **Efficiency through automation:** The production process began with the generation of a raw layout from Xmedia, fol-

lowed by a phase of data correction and re-export. The use of priint:comet enabled significant time savings.

- **Mastering language diversity:** All language variants must be congruent in the color set, since only the color black is changed.
- **Complex formatting and pagination rules**
- **Cross-references and assortment clearance:** The creation of cross-references, the resolution of complex product ranges and the integration of preliminary pages were obstacles that were managed in the process.
- **JavaScript for pagination and layout**
- **Mastering table variations:** The ability to create different types of item tables, including footnotes, text, and bills of materials were critical to the project's success.

Consistent results and time saving

Overall, the automation and collaboration between myview and priint:comet resulted in significant time savings and a consistent data set that could be used across all publications. HAZET was able to successfully master its objective of producing high-quality tool manuals in different languages and variants.

Conclusion: innovation in tradition

HAZET and myview have shown that innovation and quality can also play an important role in traditional industries such as tool manufacturing. With the integration of appropriate PIM systems and print automation tools, companies like HAZET can easily implement complex print projects more efficiently while also being cost effective.



Technology Partner

myview // PIM excellence and digital enterprise strategies

myview provides PIM excellence and digital enterprise strategies by developing platforms for organizing product and enterprise data.

The goal: mastering the digital transformation in product communication.

With its Xmedia and xom products, myview provides the foundation for implementing the digital transformation of marketing and sales processes in companies. Day in, day out, myview uses its own industry expertise, especially in technical products for industry, to drive digitization far beyond the product. A solution-oriented approach and partnership-based collaboration with your customers ensure long-term customer satisfaction.

myview are engineers and software developers with a passion for products and technology. They implement projects with enthusiasm for their customers' services and their products. Their in-depth industry knowledge facilitates understanding when defining data organization concepts and processes.

myview supports and accompanies your projects in all phases. You can therefore expect comprehensive advice on your projects and rely on 20 years of experience in the field of database-supported product communication.

- Expect a friendly and service-oriented team with an enthusiasm for your products
- It goes without saying that the comprehensive consulting aims at a successful project implementation
- Xmedia is an intelligent PIM system with specially coordinated modules
- Xmedia as a tool for the central management of marketing and sales-relevant product information saves costs and time
- xom is an API-first platform for accessing product data
- xom enables the provision of all product information without media discontinuity, e.g. for a website with CMS connection



The HAZET tool manual – title and exemplary inside pages with article texts, images, curve diagrams and tables



"Together with innovative technologies, we at HAZET have achieved an impressive transformation in the catalog creation process. Our experience shows that the symbiosis of technology, automation and design enables efficient and precise presentation of our diverse product information in various publications."

Martin Wilcke, Deputy Management - DTP - IT - Data Specialist at HAZET

Key Facts

- Certified Technology Partner
- Region: EMEA
- <https://www.priint.com/en/partnerprofile/myview.html>



SCAN ME FOR MORE INFOS





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 solution 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.



#NoMoreCopyPaste #print

**More info?
Contact us!**



www.priint.com
info@priint.com