



ZIEGLER Appeals to Audiences with Targeted Publications and a Creative Finishing Touch



ZIEGLER is a European market leader for manufacturing and assembling lightweight steel structures. With nearly 17,000 products, their established customer base covers a wide array of industries.

Founded in 1993, ZIEGLER is a family-owned company that develops, manufactures and assembles lightweight steel structures and is the market leader in this segment in Germany. ZIEGLER primarily supplies and assembles products for outdoor facilities, including- roofing, bicycle stands, benches, waste containers, complex fencing systems and much more. With its diverse product line and extensive catalog of products, ZIEGLER manages a balancing act between comprehensive product assemblies and customized individual solutions.

Opportunity

Due to their expansive product line, ZIEGLER's production of catalogs and trade magazines was a strenuous and laborious effort. Numerous tasks were done manually, which was a time-consuming and error-prone undertaking given the enormous amount of information and pages that needed to be created for each publication. ZIEGLER realized the potential for a positive change to the process and set a goal for more data-driven, automated publication production across all channels, while still allowing for creative finishing.

Solution

Today at ZIEGLER, proper data storage as well as the high degree of automation, enables for the cross-channel creation of a multitude of targeted publications. With the implementation of the priint:suite, publications are built on the basis of templates created in Adobe InDesign. The structured data originates from three connected systems- the enterprise resource planning system (ERP), a customized product information management system (PIM) and a digital asset management system (DAM). From there, it is placed in the layout created in Adobe InDesign via the priint:suite.

Advantages

- ✓ **Less preparatory work**
Much of the manual prep work for publications is reduced due to automation
- ✓ **Minimized correction loops**
Drastic minimization of correction loops due to the reduction of manual input
- ✓ **Layout adjustments**
Partial automation allows ZIEGLER's creative team to put the finishing touches on publications to give it a signature look
- ✓ **Increase in effectiveness**
The entire creative process has been streamlined- resulting in significant advantages in terms of time savings, handling and manual errors
- ✓ **Ideal platform for online & offline publications**
A web presence with downloadable PDFs as well as traditional printed catalogs serve as both a sales and information platform

Innovative concepts for innovative products

One of ZIEGLER's greatest strengths is offering solutions that are adapted to their customer's unique circumstances and needs. ZIEGLER's high standard of individualized solutions is reflected in all of their communication, both online and offline.

Variety in catalogs and trade magazines

ZIEGLER's product offerings has traditionally been presented in a variety of catalogs and trade magazines. Additionally, ZIEGLER works with its customers to outline solution-based scenarios that are unique to their industry.

For example, a comprehensive 700-page manual, which is published twice a year, presents a selection of the product portfolio and is aimed at different target groups. Additionally, a nearly 300-page magazine aimed primarily at planners of outdoor facilities, features excerpts of products and topics from the main handbook, and is supplemented by other scenarios relating to planning, parking, loading and parking. Another 400-page catalog targeted to architects and urban planners titled, "Street Furniture", features products and creative concepts for making cities more sustainable and creating a higher quality of life in urban spaces. There are several other trade magazines that ZIEGLER produces which encompasses a wide range of topics such as playgrounds, safety equipment, charging stations and more.

The first catalogs were created, as was still customary in the early 1990's, with a great deal of manual effort. This very laborious and error-prone process was replaced in the first step by an initial solution that allowed a semi-automated creation process. However, manual work still brought numerous errors with it and made the creation process more difficult. As a result, ZIEGLER began searching for an adequate publishing solution and quickly became acquainted with the diverse, easy-to-use automated publishing solution: print:suite.

Strong connection: creativity + data + technology

Today, ZIEGLER uses three systems to manage its data: The ERP system (Navision Dynamics) for managing the article master data, a PIM system for all relevant marketing data and a DAM system for the image data.

ZIEGLER relies on the print:suite in conjunction with Adobe InDesign for its automated catalog and PDF creation. Various templates are created in the familiar working environment using the print:suite and then linked via the print:publishing Hub with the provided data of the above mentioned systems.

Creative design meets automation

ZIEGLER's target groups are active in the commercial sector and place high demands on functionality, aesthetics, design and sustainability of the components, which must also be reflected in the catalogs and downloadable PDFs ZIEGLER produces. Therefore, ZIEGLER deliberately refrains from complete automated catalog production and uses a manual finishing process with their recognizable ZIEGLER signature handwriting. These finishing creative touches and the unmistakable ZIEGLER design are applied to the InDesign documents by the team's creative department.

In perfect unison: online or in-person

Today, ZIEGLER's online channel plays a key role in communication and sales. It serves as a sales platform for products that are predetermined for sale via a classic web store, and has also established itself as an information platform for many of its complex products, many of which require a great deal of information and advice.

As individual as the products are, ZIEGLER's customers are just as unique- with varying preferences regarding consumption in online or offline channels. With the help of the print:suite, ZIEGLER can now successfully serve all of their customers preferences.

Future-proof platform

By implementing the print:suite, ZIEGLER has succeeded in significantly reducing the amount of preparatory work, the number of correction loops, and the effort required for manual finishing. With this new foundation, ZIEGLER can further develop custom services for customers.



ZIEGLER Metallbearbeitung GmbH

Substantial value for outdoors

For several decades, ZIEGLER presents a diverse and extensive product range. Managing a balancing act between complete product solutions from a catalog and creating customized lightweight steel assemblies has helped ZIEGLER to become a notable presence in the industry. As the market leader in Germany, ZIEGLER views itself as a partner who supports customers with a high level of expertise, innovative ideas and individual solutions.

Their unique product spectrum ranges from individual letter-boxes to complete station forecourt equipment, from parking brackets to playground equipment, from benches to tool sheds, and from flagpoles to display cases. ZIEGLER maintains an experienced product team and is a highly-qualified project partner as they support customers with advice, production and professional installation on-site.



"Taking catalog production to a new level - that was the ambition that led us to look for a professional partner who could serve our business model and our needs for an appealing, customer-oriented, scalable, future-proof print solution. With WERK II and the print:suite, we have not only found a highly qualified, competent and knowledgeable partner, but also a partner with whom we can talk at eye level. We are very excited about the result we achieved together and look forward to working together on the next projects."

Emanuele Magistro, Authorized Signatory and Head of Marketing at ZIEGLER

Key Facts

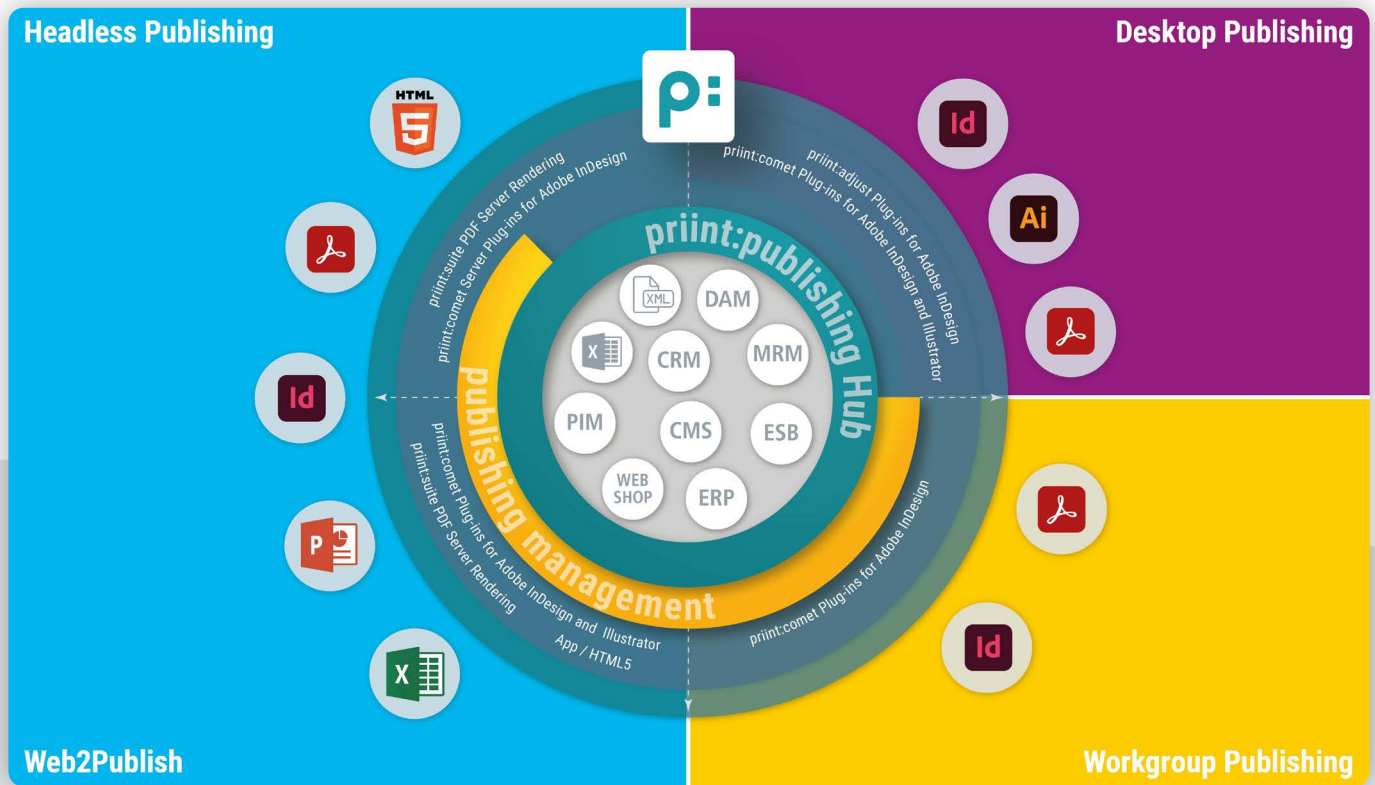
- print Group
- Region: Worldwide
- <https://www.print.com/en/>



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Excerpt from the catalog "Street Furniture", which informs and inspires a targeted audience about products and innovative concepts



priint: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 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.



#NoMoreCopyPaste #priint

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