# Price posters: creatively designed, quickly automated & integrated into the system landscape

**Pfister**
*Hallo* VIELFALT

**Möbel Pfister AG is a specialist furniture retailer in Switzerland with 18 stores, approximately 1,500 employees, and a product range of more than 100,000 articles.**

With numerous branches, Möbel Pfister AG has established itself as the leading furniture retailer in Switzerland. With a total of 18 branches throughout the country, Möbel Pfister offers customers an incomparable experience full of passion and a focus on pleasure in living. The company places great emphasis on uncompromising quality, offering in-depth advice and guaranteeing first-class service to its clientele. As one of the largest online suppliers in the Swiss furnishing market, Möbel Pfister offers over 85,000 products online. Since the beginning of 2020, the company has been a member of the XXXLutz Group, one of the world's leading furniture retailers.

## Opportunity

Previously, sales staff laboriously created price posters in Word templates by researching the correct prices in the web store or sales platform and manually calculating any percentage savings. This resulted in not only incorrect promotional materials, but also angry and unsatisfied customers. The resulting error-prone and time-consuming process also caused significant headaches for the sales staff, as it cost them valuable time in attempting to correct the errors instead of making an actual sale.

## Solution

Various InDesign templates for the different price posters were created in the priint:suite. This innovative platform was seamlessly connected to the PIM and CDN at Möbel Pfister and ensured the correct display of content on the posters. Thanks to the dynamic assignment of access rights in priint:suite using LDAP, employees in the stores are able to work on their own publications - with permissions automatically assigned based on department and work location.

## Advantages

✔ Exceptional time saving

With the assistance of automation, approximately 200 employees have experienced their manual workload reduced.

✔ Error minimization

Thanks to the elimination of manual work and manual entries, the price posters consistently display accurate information and correct prices.

✔ Effortless adaptation for various languages

Posters are effortlessly created in the target language in which they are required. Differences in text length are conceptually taken into account during template creation.

✔ Increased focus on sales

Sales staff are freed from tedious manual tasks and can now focus their energies on sales performance.

# Automated customization: price posters that inspire

**Möbel Pfister relies on automated individuality for price signage creation.
The priint:suite minimizes sources of error and enables a more efficient sales process.**

## Customized for the sale

Möbel Pfister operates a total of 18 stores and uses template-based price posters in each store to advertise furniture and home accessories. Due to regular price changes, the addition of new products and the implementation of promotions, these posters must be continuously created or updated. Price adjustments and promotions in particular constantly create a large demand for new, printed price posters. Each store also has variations in terms of size, location, product range, language and the presentation of the products showcased. Additionally, in order to meet the needs of the different language regions in Switzerland, the posters must be produced accordingly in German, Italian or French languages.

## Step by step to automation

Today, price posters are created using the priint:suite, which was introduced as part of a two-stage automation project. In the first stage, the system-based generation of all posters was implemented. In order to meet the different requirements, various templates were created in the priint:suite.

These templates represent a variety of differently combinable contents such as item numbers, prices, percentage reductions, texts, images or logos. After logging into the priint:suite, employees can use the article number and the selected template to individually configure, generate, print, and hang the desired poster on the sales floor.

## Future-focused concepts and processes

A substantially innovative portion of the project lies in the second stage: automation. Every night, Möbel Pfister's ERP system sends a list of the price posters that need to be exchanged to the priint:suite in the form of a CSV file. A distinction is made between a price change and a promotion. Based on this information, price posters are generated and stored in store-specific target folders. In the morning, employees open the folder with the PDFs, print them out, and exchange the posters. For easier organization, the posters are divided not only by store,

but also by merchandise group or area. Through this process, all relevant price posters are automatically created. For larger promotions, updated price posters for several hundred items are created overnight. Correct pricing is of crucial importance, especially for time-limited promotions. Thanks to automated creation, the correct prices are issued depending on the promotion period. In addition, the automation ensures a uniform appearance of the posters, as manual corrections have become superfluous.



*File storage automation*

## Adaptation for individuality

The stores sometimes offer different products or product combinations. For example, a sofa with additional cushions and motorized armrests is presented at one store, while the same sofa is offered in a basic version at another store. Corresponding templates can be used to highlight these differences. The aforementioned automation takes into account differences in product ranges in the stores and only generates price posters for products that are actually on display in the corresponding store.

## Versatile priint:suite

In addition to price posters, Möbel Pfister's marketing also relies on the priint:suite. Catalogs or brochures are produced with high frequency for the respective marketing campaigns, while the same data or media are used.



*Overview publications of stores*



*Price poster*
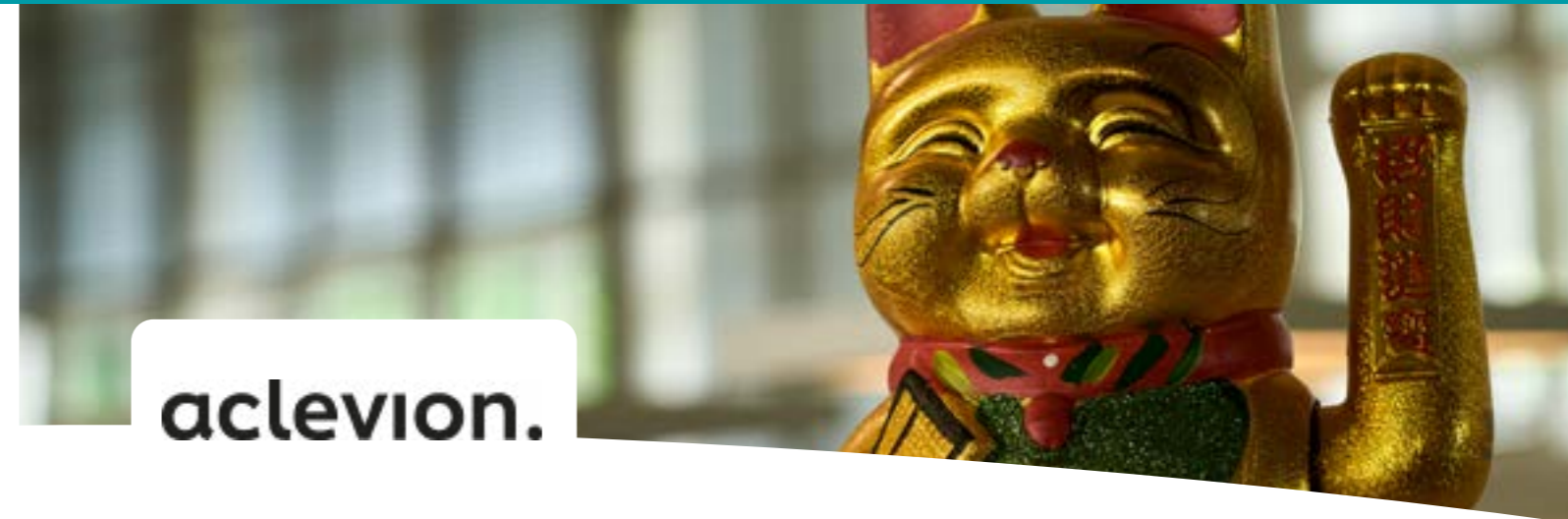
## Enterprise Solution Partner

### aclevion

For 15 years, aclevion's experts have been implementing sustainable digital systems for successful customer and product experiences. This is how content hubs and solutions for product information management, publishing management, brand management and digital asset management are created. In doing so, aclevion relies exclusively on leading manufacturers, the latest technology and the best fit for its customers.

The aclevion team has extensive experience with database publishing and print production. Whether customer magazines, sales literature, flyers, advertisements, labels, POS materials or product catalogs - print has been a relevant part of almost every customer project over the past 15 years. As early as 2006, Jürg Weber, current CEO and owner of aclevion, used the priint:suite for the production of Robert Bosch AG's accessories catalog, which was written in 24 languages.

Today, aclevion is not only a partner of the priint Group, but also an integration partner of Akeneo, censhare and Contentserv, each strong technology partners of the priint Group. With expertise, dedication and integrity, aclevion's experts develop custom-fit and future-proof publishing solutions to support their customers' digital transformation.

aclevion works for renowned Swiss and international companies, whose solutions they support from initial consulting through conception and integration to continuous further development. As a result, customers remain with the experienced team, many for more than a decade. Customers include manufacturers and retailers, as well as service providers from the finance, logistics and tourism sectors such as Mobiliar, Geberit, MIGROS, Post, SpanSet and V-Zug.

*"The priint:suite is used regularly in sales by over 100 employees, which is a use case worth mentioning. Triggered by price changes or promotions, we automatically create simple price posters. However, employees can create specific price signage themselves. This allows us to master the balancing act between automation and individual needs for price signage from the stores."*

**Christoph Büttiker, PIM expert | Möbel Pfister AG**

## Key Facts

- **Certified Enterprise Solution Partner**
- **Region: Worldwide**
- **https://www.priint.com/en/partnerprofile/aclevion-ag.html**

**Certified SOLUTION PARTNER** ENTERPRISE

**SCAN ME FOR MORE INFO**

# 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

**More info?**
**Contact us!**