

apetito Excels in B2B and B2C Communication with Data-Driven Product Automation



apetito is a market leader of community and individual catering solutions. With nearly 12,000 employees and sales in excess of 1.03 billion euros, apetito has vast of product offerings and provides services to a wide array of industries.

Founded in 1958, apetito AG is a medium-sized family business based in Rheine, Westphalia, Germany. As the market leader, apetito offers communal and individual catering solutions to a variety of industries and is also represented in the food retail sector as the COSTA end-consumer brand. The company offers specialized catering in the form of freshly frozen options with specially formulated menus for companies, clinics, schools, daycare centers, senior citizen facilities and Meals on Wheels delivery services.

Opportunity

apetito regularly publishes illustrated catalogs and various assortment lists for many B2B and B2C target groups, with up to 15 different catalogs being produced almost simultaneously. Their large portfolio of product offerings must reflect all legal requirements, nutritional values, allergens, additives, etc. and must be labeled accurately with any market-specific features also being taken into consideration. The massive amount of data associated with each product and specific market led to substantial time bottlenecks within apetito's publication lifecycle.

Solution

The in-house product database at apetito is based on Microsoft Dynamics Nav and is linked to the LaudertMediaPort® Digital Asset Management System at Laudert. Both data sources are connected to the **priint:suite**. The content of each publication is defined by the product managers and all relevant data is then compiled. The layout logic, such as the article sequence, colors, etc., is market-specific and is also controlled from the data located in the product database. With this process, all data logic and sovereignty remains with apetito.

Advantages

- ✓ **Time savings & error minimization**
Implementing data-driven automation vastly reduces manual errors and improves publication lifecycle time
- ✓ **Quick to adjust & secure**
Specific product information, target-specific instructions, legal requirements, etc. can be adjusted as needed quickly and securely
- ✓ **Flexibility throughout**
Automated tools and templates provides fast flexibility with data changes and layout design
- ✓ **Internal & self-sufficient**
With the IT department's knowledge of the business model, it allows for complex data logic and data sovereignty to remain internal
- ✓ **Market-specific publications**
Automation allows for the quick creation and editing of market-specific catalogs, menus, lists, publications and more

Correct, Secure Data

At apetito AG, product corrections are now made directly to the data record within the product database. The automated transfer of accurate product data into the layout makes production not only faster, but also more secure.

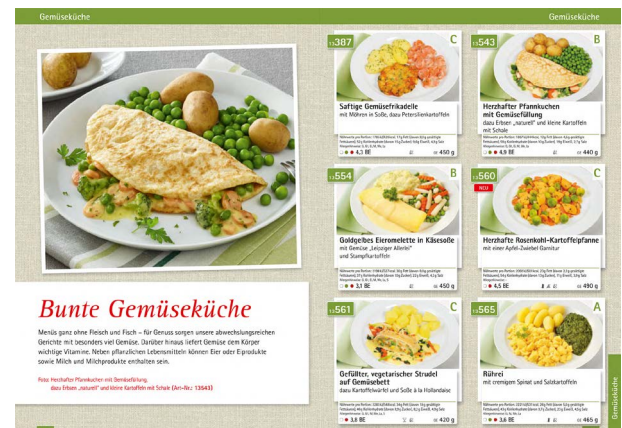
The overall product assortment of apetito AG includes a broad product portfolio. Due to their vast product variety, apetito is able to serve different markets and target groups. Their total assortment consists of over 2,000 different menus and menu components. apetito has different menus that are developed for clinics, corporations and Meals on Wheels sectors, as well as more market-specific assortment list type menus for daycare centers and schools.

apetito is unique in that they address both B2C and B2B customers with their different products and target-specific offerings. Due to the large differences between the target groups, recipes, product recommendations, quantity specifications, etc., of the menus are extremely diverse. These market-specific requirements must be taken into account in the respective publications, along with any food law specifications. For the creation of the advertising materials, this means presenting and identifying the products in accordance with the legal regulations, ordinances and labeling requirements with regard to additives, allergens, shelf life and more.

The amount of data involved in each menu is substantial. It is of utmost importance that all product information presented in the publications is 100% correct and secure. The data must already be maintained in a first-class manner in the PIM and also be correctly assigned to the respective publication. Furthermore, market-specific features need to be taken into account. For example, specific preparation recommendations are included in menus for hospitals. Each market has its own requirements for the information that must be reflected on their designated menu.

Before & after: Implementing automation

In the past, product changes involved the creation and production of new publications, such as catalogs, lists, etc., with laborious changes being made up until shortly before going to print. Since advertising materials at apetito had been done completely manually, the creation process was difficult, error-prone and extremely time-consuming due to multiple correction loops.



Designed menu selection catalog for B2C

Today, the automated solution like the **priint:suite** simplifies this creation process tremendously making the entire process more secure and accurate from the start. To apetito's advantage, they now make alterations directly to the data record in the product database. The data is then automatically transferred into the layout and within a few minutes a catalog is created with up-to-date, accurate information. By implementing the priint:suite and the associated automation, apetito was able to significantly reduce their original main issue- the high manual correction effort and the painful lead time associated with it.

Publications: Illustrated & tabular

apetito produces approximately 15 large publications per year in different editions and languages. For the publications that are more heavily illustrated, apetito relies on templates created in the priint:suite for an initial design. Other publications for different target groups, are structured in a tabular format, such as lists.

For example, the menu selection catalog for B2C customers is divided into several different categories, such as beef, pork, minced meat, poultry and more. The current publication follows a 1/6 grid, meaning six menu items can be planned on the six grid spaces. In order to highlight specific products in the future, there will also be a template for a 2/6 grid, which will be created and generated in the priint:suite, allowing for products to be displayed twice as large. Thanks to the use of automated templates, apetito is able to design catalogs entirely on their own, without media design training, and able to integrate their own editorial content.

In some cases, the product lists for B2B customers are not illustrated, but tabular. Since they are directed at various target groups, the contents within them also differ. This is reflected in columns, which are filled with different values. For example, there are lists for daycare centers and for schools in which different portioning recommendations are given for the different range of age groups.

SPEZIALTATEN									
Köstliche Hauptgerichte									
Art	Bezeichnung	Art	Preis	Preis	Preis	Preis	Preis	Preis	Preis
4181	Belegtes „Jahres“ auf verfeinertem Speisefleisch	B	1,872	1,872	1,872	1,872	1,872	1,872	1,872
4182	Schwedische Fleischchen auf einem weichen Brot mit Sauerkraut	A/B/C	1,872	1,872	1,872	1,872	1,872	1,872	1,872
4183	Belegtes „Jahres“ auf verfeinertem Speisefleisch	B/C	1,872	1,872	1,872	1,872	1,872	1,872	1,872
4184	Belegtes „Jahres“ auf verfeinertem Speisefleisch	A/B	1,872	1,872	1,872	1,872	1,872	1,872	1,872
4185	Belegtes „Jahres“ auf verfeinertem Speisefleisch	A/B	1,872	1,872	1,872	1,872	1,872	1,872	1,872
4186	Belegtes „Jahres“ auf verfeinertem Speisefleisch	A/B	1,872	1,872	1,872	1,872	1,872	1,872	1,872
4187	Belegtes „Jahres“ auf verfeinertem Speisefleisch	A/B	1,872	1,872	1,872	1,872	1,872	1,872	1,872
4188	Belegtes „Jahres“ auf verfeinertem Speisefleisch	A/B	1,872	1,872	1,872	1,872	1,872	1,872	1,872
4189	Belegtes „Jahres“ auf verfeinertem Speisefleisch	A/B	1,872	1,872	1,872	1,872	1,872	1,872	1,872
4190	Belegtes „Jahres“ auf verfeinertem Speisefleisch	A/B	1,872	1,872	1,872	1,872	1,872	1,872	1,872

Tabular publication for B2B



Enterprise Solution Partner

Laudert GmbH // Home of Media

With more than 600 employees in ten locations, Laudert is one of the leading service providers for IT and communication services in Europe. With many years of expertise in creation, photography, media IT, media production and digital printing, Laudert offers a universal in-depth portfolio experience, including product photography, image data optimization and management, analyses and optimization of the process chain and implementation of complex IT system solutions for product information management (PIM), digital asset management (DAM) as well as Web2Print services and dynamic publishing.

Companies that structure product data in PIM or CMS systems trust Laudert for an efficient solution for processing their print data automatically. Without the intelligent use of media IT efficient print media productions are unthinkable. However, every company has its own complex system of existing infrastructures, processes and future strategic goals. When collaborating with a company, Laudert carefully analyzes the current situa-

tion and optimizes it with foresight. In many cases, it requires only a few minor process changes and automations to exploit its vast potential, reduce production time and costs, and substantially improve production reliability.

In July of 2014, Laudert was the first company to be awarded the highest level of certification by WERK II as an "Enterprise Solution Partner". Additionally, in 2016 and 2018, Laudert was also awarded the WERK II "Partner of the Year" award.

Laudert is an expert in linking the WERK II priint:comet via web services, developing C scripts, linking and automating InDesign servers, and linking the hybris Print Cockpit and various PIM/DAM systems including their own, LaudertMediaPort®.



"The combination of our product database with our DAM system and the priint:suite represents a very big workload reduction and process improvement for us. At the push of a button, changes to products or images can be implemented directly in the publications. In addition, we have the possibility to adapt our media very flexibly to the many different markets and target groups we serve."

Birgit Hengstmann, Marketing | apetito AG

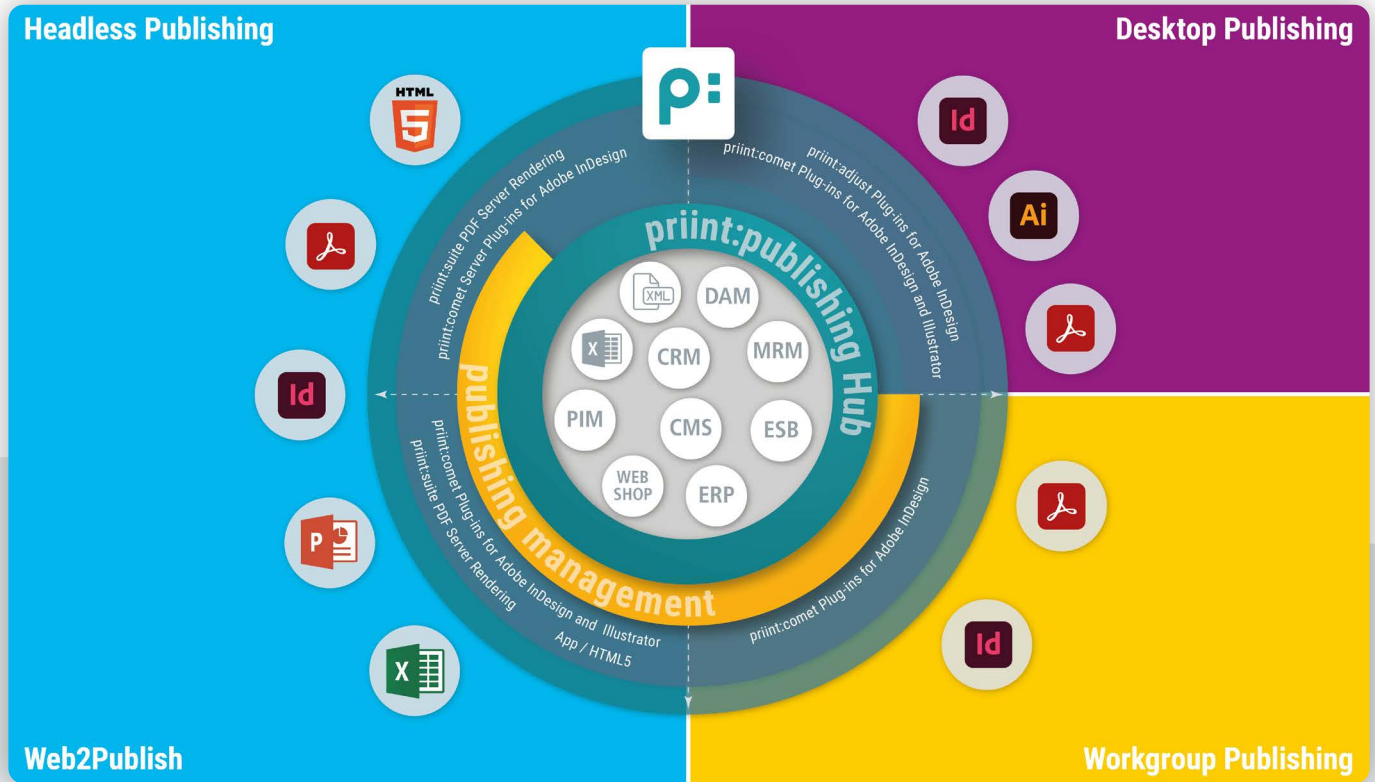
Key Facts

- Certified Enterprise Solution Partner
- Region: Worldwide
- <https://www.priint.com/en/partnerprofile/laudert-home-of-media.html>



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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.



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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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