

## Strong Print Media Production for DEKO-LIGHT



### From Sole Proprietorship to a Global Player

DEKO-LIGHT was founded in 1993 as a sole proprietorship. Over the span of more than 28 years, the company has evolved into a large lighting specialist for the electrical trade. DEKO-LIGHT's wide-ranging product portfolio includes home and business solutions for indoor and outdoor use, industrial lamps for trade fairs and store fittings and innovative control systems. The products are successfully distributed worldwide via sales partners. DEKO-LIGHT's multichannel product communication also includes page-strong print media and an online store for its commercial customers.

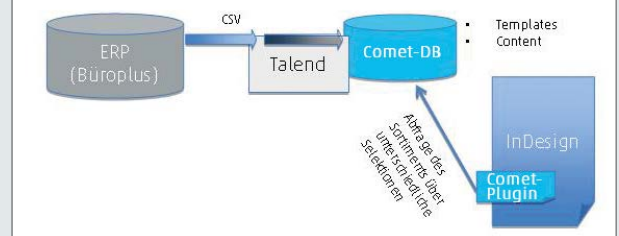
### Opportunity

Optimization of the catalog creation process, minimization of the high manual effort involved in the creation of print publications, additional creation of additional print media, such as target group, sales, novelty and trade fair catalogs as well as campaign-related product flyers without adding additional major effort.

### Solution

DEKO-LIGHT utilized SDZeCOM to implement the market-leading publishing tool priint:comet. This plug-in feature allowed for semi-automatic to fully automatic creation of InDesign documents. By simply executing the priint:comet plug-in, catalog production now takes place directly from the merchandise management system, allowing catalog information to easily be updated at any time.

#### Systemlandschaft / Prozessübersicht



### Advantages

- ✓ Creation of semi-automated or fully automated InDesign documents by priint:comet
- ✓ Subsequent updating of documents by priint:comet
- ✓ Prices are updated separately- shortly before going to press
- ✓ Expandability: Allowing for the creation of customized and multilingual catalogs quickly without a significant additional effort

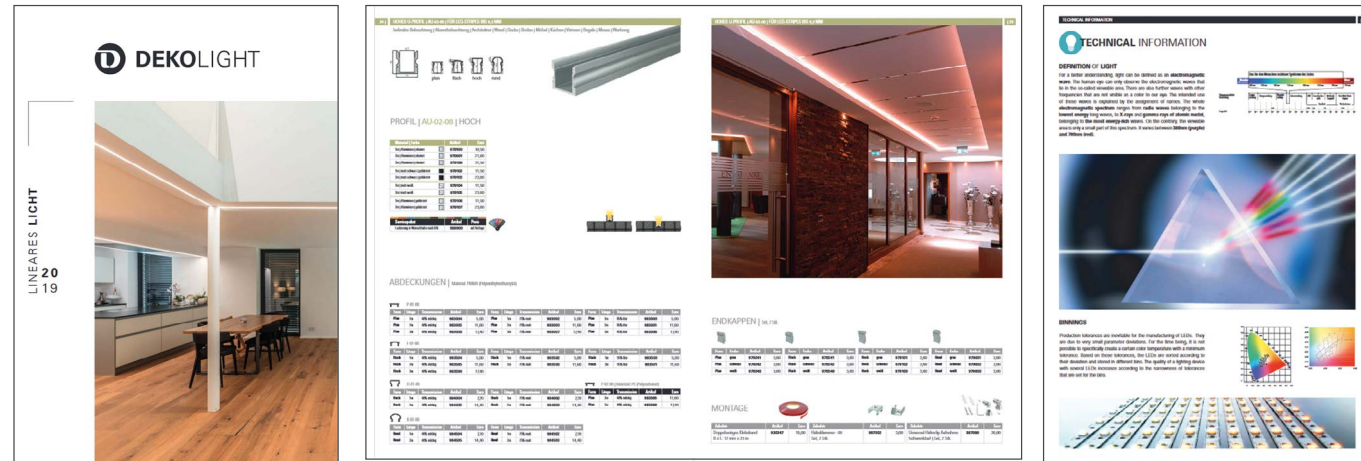


## Solution

**Significantly shortened lead-time of the creation process | optimized workflow | resource savings | shorter correction and release cycles**

Previously, print media from DEKO-LIGHT was produced with a large amount of creative time and a very high level of manual effort - such as the 600-page main catalog „LIGHT impressions“ and approximately 1,700 product data sheets. Depending on the catalog type and language variant, it took 4-6 months for each catalog to be produced. DEKO-LIGHT's primary goal

was to significantly reduce the tedious manual effort required to create their print publications. Furthermore, they desired the ability to create special print media without much additional time or effort- such as targeted group catalogs, sales catalogs, novelty and trade show catalogs, and special campaign-related product flyers.



The DEKO-Light catalog with title page and an inside double page plus Technical Information

*„With the professional implementation by SDZeCOM, we want to create our print media much more efficiently. On the other hand, we are creating a promising foundation for both multilingual and customer-specific product catalogs.“*

Dirk Gebhard, DEKO-Light

SDZeCOM is one of the first companies in Germany to realize Database Publishing projects since 1995. Furthermore, SDZeCOM is one of the most successful system architects and system integrators of solutions for efficient (product) data management in the German-speaking countries. The service ranges from the selection and introduction of Product Information Management (PIM) and Master Data Management (MDM) systems to the ongoing support and further development of the solutions. Overall, SDZeCOM employs a large team of developers for priint:suite projects, as well as IPMA Level-C certified project managers.

Our customers profit from our proximity to the developers of Werk II. The development partnership with priint:comet pdf renderer is the best example for the advantages it brings. This pdf renderer was developed in a customer project in collaboration with Werk II. Clients as Erwin Müller Group, Walbusch and MeisterWerke Schulte belongs to our successfully realized projects.

We offer in our own developed training center particular Database Publishing training sessions to ensure our customers the best possible support. Those training sessions provide key insights into priint:suite technology as well as the connection of different Product Information Management systems to priint:comet.

**SDZeCOM®**

**Enterprise Solution Partner**

SDZeCOM // System Integrator and System Architect



**Certified Enterprise Solution Partner**



**Region: D-A-CH**



[https://www.priint.com/de/partnerprofil/sdzeecom\\_de.html](https://www.priint.com/de/partnerprofil/sdzeecom_de.html)



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## 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!**



**www.priint.com**  
info@priint.com

