

5th September 2022

WERK II | priint Group at DMEXCO 2022 in Cologne



The Digital Marketing Expo & Conference (DMEXCO) will take place on September 21 & 22, 2022 at the Cologne Exhibition Center - and WERK II | priint Group will be there!

Positioned in the Dialog Area, as part of the World of Agency, the WERK II | priint Group team is looking forward to demonstrating how print in communication can bring companies into the digital universe.

Additionally, WERK II | priint Group will also be featured live on stage with our partner, Laudert on September 22nd. Thorsten Hamann, IT Consultant at Laudert, and Sebastian Hardung, Director of Alliances [&] Marketing at WERK II | priint Group, will present together in the ONEtoONE area on the DIALOG stage. Event attendees will have the opportunity to dive deep into the know-how of multichannel publishing and be a part of their interactive and humorous talk: "Programmatic Printing - 15 years of talking is enough. Now it's time for action."

About Laudert

The Laudert Home of Media is the innovative partner for product and brand communication. With over 650 media professionals at locations in Vreden, Hamburg, Stuttgart, Nuremberg and Bad Waldsee, as well as additional teams in Bangkok, Ho Chi Minh City, Phnom Penh and Dalaba, Laudert is one of the leading communications and IT service providers in Europe. Thanks to many years of expertise in photography, media IT, media production and print services, a holistic portfolio is offered: Product photography, image data optimization and management, (SEO) texts, analysis and optimization of the entire process chain as well as customized implementation of systems for Product Information Management (PIM), Digital Asset Management (DAM), online stores, print rejections and Programmatic Printing.



About priint Group / WERK II

Founded in 2003, priint Group / WERK II is one of the world's leading software providers of solutions for bringing product data to life. We believe there are two primary factors of successful marketing communication: 1.) the availability of information "on demand" and 2.) the "relevance" of the content. In terms of channel selection, the priint Group sees the combination of digital and offline measures as a key factor for a truly successful customer experience. The priint:suite brings digital transformation and automation to the creative lifecycle: whether as a scheduled or on-demand publication, standardized or personalized, in one or fifty languages.

To put it into perspective: ***companies that rely on the priint:suite achieve an increase in publishing efficiency of up to 80%.***

The priint:suite can be operated in both the company's own data center and in a private cloud environment operated by the priint Group / WERK II.

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