



Weltbild Utilizes the Enterprise Publishing Platform priint:suite

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Weltbild uses the priint:suite from priint Group / WERK II to automate and digitize catalogs more effectively.

Founded in 1948, Weltbild is one of Europe's leading publishing companies. Acting as a multi-channel provider, Weltbild reaches millions of customers and interested parties via catalog, online and social media platforms, as well as brick-and-mortar retailers. Weltbild enables shop-in-shop strategies for its own brands as well as brands from their cooperation of partners. Through the implementation of its advice function, Weltbild has the ability to create curated themed worlds for its customers, combining publishing products and selected non-media assortments for a truly customized experience.

In order to be able to produce catalogs faster, more efficiently and in a targeted manner, Weltbild introduced the priint:suite as an enterprise publishing platform to focus on digitizing processes and seamlessly integrating them into the company's multichannel communication strategy.

Weltbild uses Contentserv's Product Information Management (PIM) system to manage its product data. Contentserv's software solutions enable manufacturers, brands and retailers to offer a comprehensive, personalized and compelling product experience that excites customers, shortens the time between product planning and product delivery, and as a result, increases sales.

The scope of the project was implemented by SDZeCOM GmbH from Aalen in Swabia. SDZeCOM is an industry pioneer and is most successful system integrators in the German-speaking region. As a certified Enterprise Partner, they are one of the most experienced implementation partners of the priint Group / Werk II.

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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.

About the priint:suite

...the comprehensive solution for today's publishing challenges.

Today, more than ever, the combination of digital and print publications is crucial to telling a consistent story across all channels. To date, more than 500 customers and 100 partners rely on the priint:suite to convey these stories across their publishing channels with the same consistent quality. With the priint:suite, it is possible to automate publishing processes to be ready for any and all modern needs or requirements. By utilizing the various components of the priint:suite, companies can integrate a wide variety of data sources (such as ERP, PIM, MDM, DAM, CRM, CMS web stores or MRM systems) to make data usable for any type of publishing project with our plug-ins for Adobe® InDesign®, InDesign Server and Illustrator®, among others.

Thanks to this integration and the flexibility of the priint:suite, the same possibilities that are indispensable in digital communication today are also available for classic publications. The modular structure and full scalability of the priint:suite enable cost-effective and successful automation of publishing processes for companies of all sizes.

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