

Axel Springer Subsidiaries to Streamline Their Ad Workflow with ppi Media

Bergedorfer Zeitung and Hamburger Wochenblattverlag are to install ppi's ad production system AdMan

Bergedorfer Buchdruck GmbH & Co., publisher of the Bergedorfer Zeitung and Lauenburgische Landeszeitung, and WBV Hamburger Wochenblatt Verlag GmbH have decided to streamline their ad production workflow with the manroland subsidiary ppi Media. In order to create a solid, highly automated and efficient foundation for their ad production the two Axel Springer companies will install ppi's ad production system AdMan. This investment will also benefit their partner publishers Harburger Anzeigen und Nachrichten, Elmshorner Nachrichten and Glinder Zeitung. The main focus will be on rationalizing their workflow for electronically delivered ads. To provide optimized customer service the ad booking systems IS-M/AM, Hubbuch and Compass will be integrated in the AdMan workflow together with their in-house IT service provider Axel Springer Media Systems. The system will be operated from the central shared service center at Axel Springer Media Systems in Berlin, which was installed in 2008.

About printnet

With printnet, manroland and its subsidiary ppi Media offer a highly efficient workflow management system for printers and publishers. As a flexible, modular system, it networks all print sites and production areas in the sales, prepress, press and postpress departments. Production systems from third-party suppliers can be integrated in the fully automated printnet workflow via open interfaces. For further information please contact:

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manroland AG is the world's second largest printing systems manufacturer and the world's market leader in web offset. manroland employs almost 9,000 people and has annual sales of some Euro 2 billion with an export share of almost 84%. Web and sheetfed offset presses provide solutions for publishing, commercial and packaging printing.

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Photos can be downloaded from www.manroland.com in the category **Press**.

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Caption:

Bergedorfer Buchdruck GmbH & Co. and WBV Hamburger Wochenblatt Verlag GmbH will install ppi's ad production system AdMan.