

priint:suite

The priint:suite is a standard software from the market leader for multichannel publishing solutions, WERK II GmbH, Germany, with priint Group offices in the USA, France, Poland, Japan and Vietnam. The priint:suite is the result of over 25 years of pioneering work in database publishing. Today, priint:suite is one of the leading multi-channel publishing platform for product communication. More than 400 customers worldwide and more than 100 commerce, MDM, PIM and DAM partners rely on priint:suite to create their print publications faster, more efficiently and more cost-effectively and to build global publishing platforms. This makes the priint:suite currently the only globally available technology platform for enterprise publishing on the market in the area of product communication.

First installation: 2004

Provider

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Reference customers

Witt Weiden, bonprix, XXXLutz, Weltbild, eev, Bosch Siemens Haushaltsgeräte, 3M, Saint-Gobain, Grohe AG, Wilo, grundfos uvm.

Application

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✗ Consumer-to-Consumer

Operator

- ✓ Media service providers
- ✓ Companies
- ✗ Publishers

Products

- ✓ Advertising material, office equipment
- ✗ Large formats
- ✗ Newspapers, magazines
- ✗ Books, teaching aids
- ✓ Catalogues, price lists
- ✗ Technical documentation
- ✗ Mercandises, promotional items
- ✓ Packaging

Media channels (internal / external)

- ✓ ✓ Print
- ✗ ✗ Website, webshop
- ✗ ✗ Online, Mobile
- ✗ ✗ Out-of-Home
- ✗ ✓ E-paper
- ✓ ✗ Apps
- ✓ ✗ E-books
- ✗ ✗ Video/Audio
- ✗ ✗ E-mail
- ✗ ✗ Social media
- ✗ ✗ Messenger
- ✗ ✗ Office applications
- ✗ ✗ Search engines
- ✗ ✗ Online marketplaces

Additional informations on media channels

As an Adobe InDesign plug-in, priint:comet offers the generation of all formats supported by InDesign. This means that

interactive tablet publications and e-books can also be generated and updated - as usual, depending on requirements, in a partially or fully automated way, right up to completely creative work.

Features

✗ Closed shop	✓ Database publishing	✗ Editorial system
✗ Open shop	✓ Online data check	✗ Translation management
✗ E-shop in-house development	✓ Correction workflow	✗ Marketing management
✗ E-shop standard system	✓ Technical workflow	✗ Media planning, media booking
✓ Printed file upload	✗ Commercial workflow	✗ Customer relationship management
✓ Print on demand	✗ Media asset management	✓ Cross-media management
✓ Individualisation	✗ Product information management	✗ Content marketing management
✓ Personalisation	✗ Web content management	✗ Communication
✓ Creation of publications	✗ Text database	

Modules

priint:comet InDesign plug-in: priint:comet InDesign plug-inThe automation solution for creatives

The leading database publishing and automation solution for Adobe® InDesign® to increase efficiency for all types of publications - freely designed mail order pages, leaflets, data sheets or fully automated industrial catalogs.

Standalone applicable

priint:comet Illustrator plug-in: For packages, labels and diagrams

With the priint:comet Illustrator plug-in, you can automatically create additional print touchpoints, such as packaging and labels, based on Adobe® Illustrator®.

Standalone applicable

priint:planner: Holistic organization of publications

Ever smaller and target group-oriented print runs mean an ever greater number of individualized pages. The priint:planner is a web application that manages the entire process of creating, planning and correcting print publications.

Standalone applicable

priint:rendering server: Let the server work

The Rendering Server allows scalable and on-demand generation of InDesign® documents and PDFs. With and without InDesign® Server.

Standalone applicable

priint:adjust InDesign plug-in: The Rendering Server allows scalable and on-demand generation of InDesign® documents and PDFs. With and without InDesign® Server.

Non-linear, partially or fully automated format adaptation of InDesign® documents for e.g. mobile devices, ads, posters or labels. Adaptations are set up graphically and easy to use in InDesign®.

Standalone applicable

priint:publishing hub: Data integration made easy

The publishing:hub is a middleware within the Publishing Server that connects different content systems live via connectors. In this way, data sources can be made available for publishing quickly and sustainably.

priint:planner Layout Briefing Module: Content planning for creative publications

The core function of the priint:planner Layout Briefing module is the visual assignment of products per page/double page to predefined grid locations. This pre-planning serves as a briefing basis for further graphical processing.

priint:planner Table Module: Easy and individual compilations of tables

Mit dem Tabellenmodul des priint:planner erstellen Sie Tabellen mit wenigen Klicks.

System basis

Frontend devices	Desktop PCs
Frontend operating systems	Windows, MacOSX
Frontend web browsers	Internet Explorer, Firefox, Chrome, Safari
Frontend technology	JavaScript, Flash
Server operation systems	Windows, MacOSX
Server technology	Java, InDesign Server, PDFlib
Webserver	Sun Glassfish
PDF engine	InDesign Server, PDFlib
Database system	Heiler/Informatica PIM, hybris, BrandMaker, infuniq, jCatalog, Viamedici, celum, Contentserv uvm. (35+ Systeme)
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	
Order systems	
Databases	Oracle, MS SQL Server, MySQL
Other	

Licence models

Costs for system setup	
Buying license	✓
Rental license	✓

WERK II GmbH

WERK II / priint Group develops one of the leading software solutions for product communication, the priint:suite. The priint:suite and our family of solutions revolutionizes and automates the printing process, effortlessly connecting your digital world to your print world. Our plug-ins for Adobe® InDesign® and Adobe Illustrator® cuts correction cycles, drastically speeds production and personalization and guarantees a coherent message across all out-reach platforms.

Provider information

Founding year	2003
Total number of employees	70
Number of employees in Germany, Austria and Switzerland	40
Locations	Germany, France, Poland, USA, Japan, Vietnam
Industry specialisation	Automation Print & Publishing, Cross Channel Marketing, Process Optimization, Database Publishing/Web-to-Print, Benchmarking, Potential Analyses
Certificates	"Innovator of the Year" 2017 and 2019: Brand Eins, Statista

Systems and services

priint:suite