

Meyle+Müller

The customer-specific combination of first-class service modules makes Meyle+Müller one of the most innovative and high-performance media service providers in Germany. Together with our IT subsidiary apollon we accompany our customers with our vision of a holistic and modern marketing communication.

Meyle+Müller draws from the know-how of more than 100 years of company history. Through innovative thinking and the highest power of change the company has grown steadily. An important part of the company's philosophy is the promotion of qualified and motivated junior staff: about 10 percent of the approximately 320 employees are trainees and students.

Together with our customers, we create efficient and secure processes that interlock perfectly and support all levels of their communication. Meyle+Müller offers you ideal conditions for the successful implementation of your omnichannel strategy.

Provider

Meyle+Müller GmbH+Co. KG
Maximilianstraße 104
DE-75172 Pforzheim
+49 (0) 72 31/941-0
info@meyle-mueller.de
www.meyle-mueller.de

Updated on: 2020-02-03

Referenzkunden

IKEA, Porsche, Audi, Volkswagen, Mercedes Benz, Bosch Siemens Haushaltsgeräte, LBBW, Orsay, Mannheimer Morgen, Heine, Walbusch, Ulla Popken, Peter Hahn, Rolf Benz, Bechtle, Deutscher Sparkassenverlag, Klingel

Marketing

- | | | |
|-------------------------------------|---------------------|--------------------------|
| × Consultancy and conceptual design | × Print marketing | × Multichannel marketing |
| × Project management | × Digital marketing | × Event marketing |

IT

- | | | |
|-------------------------------------|--------------------------|-------------------------|
| × Consultancy and conceptual design | × Individual programming | × Software maintenance |
| × Project management | × System set-up | × Hardware installation |
| × Development standard systems | × System administration | × Hardware maintenance |
| × Development individual systems | × Software installation | × Hosting |

Media production

- | | | |
|-------------------------------------|-----------------------|--------------------|
| ✓ Consultancy and conceptual design | ✓ Template creation | ✓ 3D visualisation |
| ✓ Project management | ✓ Illustration | × Digital printing |
| ✓ Graphic design | ✓ Photography/imaging | × Offset printing |
| ✓ Web/app design | ✓ Video film creation | |
| ✓ Copywriting | × Audio creation | |

Fulfilment

- × Letter shop
- × Order processing
- × Shipping
- × Complaint management
- × Returns management
- × Warehousing
- × Order picking
- × Invoicing
- × Debt collection

Support

- × Content management
- × Data management
- × Quality management
- × 1-level support
- × 2-level support
- × 3-level support
- × Marketing consulting
- × Call centre
- × Training

Media production services

Focus areas

Meyle+Müller stands for ultra-modern content preparation for all channels, from classic print conversions such as magazines, catalogues and other publications to contemporary product presentations on the web and mobile devices.

Meyle+Müller includes high-performance photo and CGI studios as well as a creative agency that takes care of all customer concerns in all design matters - from simple banners to modern corporate design.

Partner

Meyle+Müller GmbH+Co. KG

Meyle+Müller: Everything for state-of-the-art marketing communication and publication. The media and IT service provider Meyle+Müller is one of the leading and most efficient companies in the media branch in Germany. The company offers comprehensive services in the areas of media production, e-commerce, product photography and CGI (Computer Generated Imagery).

Provider information

Founding year	1910
Total number of employees	320
Number of employees in Germany, Austria and Switzerland	
Locations	Pforzheim, Düsseldorf, Hamburg, München, Plovdiv (BG)
Industry specialisation	Omnichannel Media Production
Certificates	

Systems and services

Meyle+Müller