priint Group / Werk II services

Founded in 2003, the priint Group / WERK II is one of the world's leading software providers for solutions to bring product data to life. For the priint Group, two of the key factors of successful marketing communication are the availability "on demand" and the "relevance" of the content. In terms of channel selection, the priint Group sees the combination of digital and offline measures as a central success factor for a 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. Companies that rely on the priint:suite achieve an increase in publishing efficiency of up to 80%.
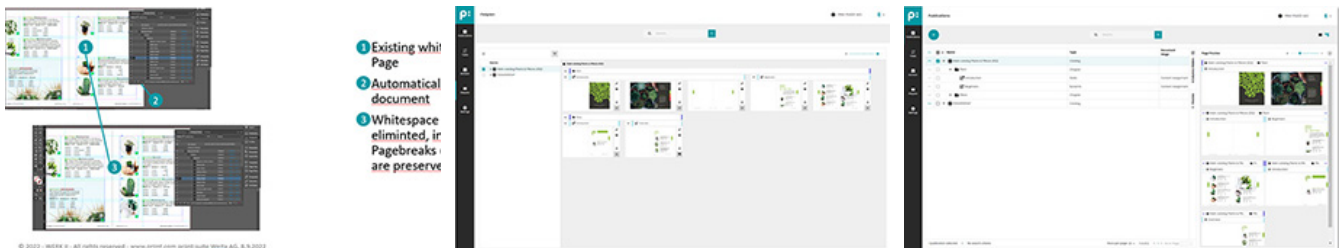The priint:suite can be operated both in the company's own data center and in a private cloud environment operated by the priint Group / WERK II.

Provider

WERK II GmbH / priint Group
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Picture gallery

Referenzkunden

Remmers, Ziegler, igus, Festo, XXXLutz, WAGO, Pulsiva

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

MELASCHUK MEDIEN

✕ Project management	✕ Illustration	✕ Digital printing
✕ Graphic design	✕ Photography/imaging	✕ Offset printing
✕ Web/app design	✕ Video film creation	
✕ Copywriting	✕ Audio creation	

Fulfilment

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

Support

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

Marketing services

Focus areas

Consulting Services:
When it comes to implementing a publishing project to improve the effectiveness of the marketing processes, you can rely on our extensive expertise.
Our clients benefit from our years of extensive experience with over 500 customers from all industries.
• Publication analysis
• Project and process definition
• Participants: roles and rights concept
• Scope of business requirements
• Cost-effectiveness & transparency

Partner

Large partner network of solution and technology partners:
https://www.priint.com/en/partners.html

IT services

Focus areas

Consulting and integration of the priint:suite, implementation, print outsourcing (priint:suite), Web2Print, interface development, quality assurance

Partner

Large partner network of solution and technology partners:
https://www.priint.com/en/partners.html

Own systems in the market overview

priint:suite - Solution for Efficient Product Communication (WERK II GmbH / priint Group)

WERK II GmbH / priint Group

WERK II / priint Group is the world's leading provider of publishing solutions that bring product data to life. We believe that timely and relevant digital and print marketing materials are the key to an engaging customer experience. Our priint:suite software solution revolutionizes and automates publishing processes, enabling the digital transformation of the print channel by effortlessly connecting the digital with the analog.

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	Retail, Wholesale, Medical, Manufacturer, Packaging
Certificates	"Innovator of the Year" 2017 and 2019: Brand Eins, Statista

Systems and services

priint:suite - Solution for Efficient Product Communication
priint Group / Werk II services