

# ERWEKO PUBLICOM

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## ERWEKO PUBLICOM GROWS WITH WEB-TO-PRINT

Erweko Painotuote was one of the major players in high-level offset printing in Finland. They, however, had no expertise in digital printing and knew that to stay competitive in a global marketplace they had to add digital printing and variable data capabilities to their nine offset presses.

The solution to their problem came when Markku Aaltonen and Kimmo Wiren, two renowned gurus in the printing industry in Finland, came together to form a group called Erweko Publicom. This new company is owned by Media Group Kaleva Oy. This separate organization provided a focus on digital printing and related services. In 2011, Erweko Painotuote and Kalevaprint, a major player in offset printing located in northern Finland, merged as one company owned by Erweko. Together, the newly combined organizations have a total of eight digital and seven offset presses.

## A WEB-TO-PRINT SOLUTION THAT FITS

Even a giant company like Erweko — with an annual turnover of 18 million euros — strives to improve the communications work it does for its customers, especially when those customers are from the Fortune 500.

That's why Erweko Publicom wanted to replace its locally-developed webto- print software. They wanted a solution that was flexible enough to meet their customer's workflow requirements and included the functionality Erweko Publicom needed to grow their business.

### OBJECTIVES

- Grow business with new services.
- Add value to client's business process.
- Save time and money in the production process.

### RESULTS

- New services generate more revenue from existing customers.
- Personalization enhanced client's communications.
- Production time reduced from days to hours.

"Markku Aaltonen Managing Director, Erweko Publicom The Power to Transform Your Business In the future, we hope that Pageflex iWay will be the main driver of web-to-print and digital orders, and that we can implement it across all our units"

**MARKKU AALTONEN** MANAGING DIRECTOR,  
ERWEKO PUBLICOM

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To meet both these needs, Erweko Publicom selected Pageflex iWay, an online system that automates the workflow from job ordering through to delivery. By automatically sending pre-flight reports, PDF proofs, and pricing for a job, Pageflex iWay provided the streamlined production workflow Erweko Publicom needed. They purchased Pageflex iWay immediately after the first digital press was installed at the Helsinki location. Wiren, one of the partners at Erweko Publicom, had previous experience with Pageflex iWay from another business and thought it would be a great fit for Erweko Publicom.

## AN OPPORTUNITY IN EXHIBITIONS

Suomen Messut is a large exhibition organizer in Finland that runs hundreds of exhibitions each year. For each exhibition they design and create exhibition badges and static customer invitations for their list of exhibitors. The process for creating these materials requires close interaction with each exhibitor and several rounds of proofing before the final product is approved for printing. This process could take several days and also meant that invitations could not be personalized to include the invitees' names.

Erweko approached Suomen Messut with the idea of customizing these invitations, with the help of Pageflex iWay, to make them more appealing to exhibitors. They designed a four-page invitation template that could be customized to include the exhibitor's logo, booth number, booth location, and a persona message. Suomen Messut could then upload a database of customer names to personalize the invite.

Suomen Messut was very impressed with the offer. They could already see the value this solution could bring to their end users. It also meant reduced expenses for Suomen Messut because they now only needed to create the one template that could then be customized by the various exhibitors using Pageflex iWay.

"We're beyond pleased with how effective the program really is," says Jyrki Kela, development manager, Erweko. In addition to the increased value of customization,

Pageflex iWay also streamlines the workflow and improves production times. Sometimes the printer receives material at 7:00 a.m., and they can turn the job around by 11:00. Once the files are created by Pageflex iWay, they go to the press immediately. In the past, it could have taken a day or two just to set up the job and go through the traditional printing process.

## BUILDING LOYALTY AND BECOMING A VALUE-ADDED PARTNER

Suomen Messut was very pleased at the innovative offerings proposed by Erweko. It allowed them to generate more revenue from existing customers and, more importantly, to be viewed as a value-added partner. Erweko continues to offer its services as not only a print provider, but also as a marketing services provider, raising their credits with Suomen Messut.

## THE FUTURE

Erweko Publicom continues to look for new applications that will leverage Pageflex iWay. "We already have a large established customer base; it's a matter of presenting them with the tremendous benefit for them. Erweko Publicom is now looking to implement additional applications and workflows into Pageflex iWay," explains Markku Aaltonen, managing director, Erweko Publicom.