PAGEFLEX®
Powering your communications

MÜLLER GRAFIKMEDIEN

A NEW LINE OF BUSINESS

For over 40 years, Müller GrafikMedien has been providing print services to customers in Germany. Müller GrafikMedien services customers in a range of industries, including automotive, pharmaceutical and associations. Müller GrafikMedien produces a wide variety of applications both on digital and offset presses, from simple business cards to wideformat banners, and from printing on car wraps to signage.

IN 2008 MÜLLER GRAFIKMEDIEN ADOPTED PAGEFLEX IWAY AS THEIR WEB-TO-PRINT SOLUTION. THEIR GOALS WERE TO:

• Streamline the time and effort spent on customer interactions without losing the personal touch;

• Gain efficiencies on small repetitive jobs;

• Differentiate themselves from competitors by offering new and innovative services;

• Be thought of as more of a marketing service partner by their clients and less as a printer

BRAND CONSISTENCY

After acquiring Pageflex iWay, Müller GrafikMedien set about finding customers who could benefit from the brand management and automation features the software offers.The ideal customer was a car dealership with 13 subsidiaries that all needed various print products, including stationery, business

OBJECTIVES
• Streamline operations while still maintaining a high level of customer service

• Gain efficiencies on small repetitive jobs

• Help client save time and money

• Expand business with new services

RESULTS
• Reduced production time from two weeks to 24 hours

• Consolidated production process saves client money

• Growth from repeat businessn and additional clients

• Shifted relationship with client from printer to marketing service provider

"One of the primary benefits is that subsidiaries can leverage the brand look and feel across all of their markets in a costeffective way."

HOLGER MÜLLER
OWNER, MÜLLER GRAFIKMEDIEN

cards, and marketing materials. The challenge was that each of the 13 different subsidiaries had the freedom to work with any print service provider of their choice. This meant that on an application as simple as a business card, the company could have more than 10 different variants—different layouts, different colors, and different paper stocks. These variations were expensive and difficult to manage. Most importantly, the variations threatened the company's brand identity.

To prove the value of centralizing the production of business cards with them, Müller GrafikMedien implemented a web storefront that had the same look and feel as the franchise company. The storefront included template business cards that could be personalized and, with the dynamic preview in Pageflex iWay, could be viewed on screen prior to placing an order. This made the process easy and efficient and even could be done by users who have no experience with the Internet or with design.

The templates ensured that the company's graphic standards were maintained. And the people responsible for approving the print orders could receive real-time email alerts and notifications from Pageflex iWay and then approve the order through email. For the purchasing department, Pageflex iWay offered a solution to allocate print budget and monitor print expenses. For the mother company, it meant greater visibility and better reporting capabilities

CONTROLLING THE BRAND

With all the work funneling through the Pageflex iWay system, the marketing department gained control of the creation and production of advertising and marketing materials and ensured that the local efforts remained consistent with the brand standards. "One of the primary benefits is that the car dealer subsidiaries can leverage the brand look and feel across all of their markets in a way that's very cost-effective to them. When the product templates are implemented, we are the leader of a small, efficient production process, creating steady quality," says Holger Müller, owner, Müller GrafikMedien.

INCREASED PRODUCTIVITY

Using templates and working through the online system has cut production time from about two weeks to 24 hours. Instead of the work flowing back and forth from the subsidiary to corporate many times, the subsidiary now goes on to Müller GrafikMedien's web storefront created in Pageflex iWay, orders their jobs, and then in 24 hours they have a PDF file that is brand consistent. This has resulted in the corporate marketing department experiencing a 50% improvement in productivity.

Another major benefit of a centralized system is that the company streamlined its print purchases and gained significant savings. The client says, "The nice thing about having one printer do all of our work, instead of each subsidiary having their own printers, is that we get deeper discounts through volume." While there was some resistance from the subsidiaries to give up their existing printer relationships, the subsidiaries realized it's faster and more cost effective to use the Pageflex iWay system created by Müller GrafikMedien. Within a few months all of the subsidiaries had buy-in on the system, which meant much more business for Müller GrafikMedien.