



Poligrafico Roggero & Tortia

The Italian company Poligrafico Roggero & Tortia (PRT), an established enterprise with a company history of almost one hundred years, was one of the first to adapt to the changes in the printing sector. One of the first strategic measures was the foundation of the joint venture Intellidoc. The company, which has specialised in data processing, software development and document creation, is working hand in hand with PRT. Intellidoc has been using the software PReS from PrintSoft for the creation of documents since day one. Customers of PRT/Intellidoc include leading service providers from the telecommunication, supply, finance and energy sector. The company started off with the production of books, movie posters and advertising material. Today, the print service provider from Turin has 80 staff, and with an annual revenue of 15 million euros, PRT is one of the leading providers in the growing transaction and transpromo printing market.

www.roggeroetortia.it

The changing face of the printing industry

Transpromo printing – a growth sector: Well established printing company becomes multi-service provider

There is no growth without change: Technological developments provide new prospects for established businesses. At the same, however, they also represent the need to adapt existing business models. With the introduction of high performance inkjet and laser systems, the printing industry faced the challenge of integrating the new systems into an existing offset environment in a profitable way. As part of this process, the service portfolios of printing companies are also undergoing change: Whereas traditional printing offices, by and large, limit their services to the actual printing process,

modern print houses offer the full service range from data processing to mailing preparation. Especially the transpromo segment offers great growth prospects: Transaction documents such as bills or statements of account are customised to consumer behaviour and include personalised marketing messages. This allows for targeted marketing at reduced marketing costs. The benefits of this flexible solution are particularly attractive to large-scale enterprises that send a vast number of bills every month..

Far-sighted decision

The courage to invest was crucial: Following a thorough analysis of the market environment, the management of PRT decided to consistently expand its inkjet printing capacities. The parameters were clear right from the outset: Fast production, full colour and top quality printing at low price. To this end, the high volume print system InfoPrint 5000 – from InfoPrintSolution (IBM & Ricoh) was purchased. One of the greatest

strengths of the system is the print speed: Top quality full colour printing with a print speed of up to 64 metres per minute at a print width of 502 millimetres. PRT was the first company to operate this system in the EMEA (Europe, Middle East, Africa) region. Thanks to the extended service portfolio, the company soon became one of the leading providers of transaction printing and direct mailing services.

Optimised customer communication

Personalised bills that are customised to individual customer profiles are ideal advertising media. The significant increase in annual turnover in the transpromo sector indicates that this approach is more and more embraced by marketing departments. In particular large-scale enterprises that send out several million bills every month take a great interest in optimised customer targeting. The software solution PrintSoft | PReS, which is used by PRT/Intellidoc, allows for automated reading of master and transaction data provided by the respective companies. In addition, it is

possible to integrate any number of images, graphics, barcodes and texts into the documents. The sequence of placement of these elements can be defined individually. That way it is possible to integrate information related to the billing data anywhere in the document, e.g. as a summary on the first page. The system recognises any unused white space for marketing messages based on predefined parameters. As a result, the space is fully utilised and advertising messages can be effectively placed on the document (white space management).



Case Study Poligrafico Roggero & Tortia Italy

Top quality at low cost

After completion of the document creation process, PReS generates full colour AFP spool files for transmission to the production printer. For control and archiving purposes, it is also possible to use PDF as output format and to send the documents in PDF format to the customers. The entire production process is, by and large, fully automated; PRT can finally also envelope the bills and pass them on to the postal service provider if this is required by the customer.

PRT's decision to invest in transpromo printing marked the decisive step in the company's transition from a traditional print house to a modern service provider with a comprehensive service portfolio. In addition to the fact that outsourcing releases resources and that individualised full colour printing is an efficient marketing tool, the low cost of full colour printing is particularly attractive to potential customers.

PrintSoft

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About PrintSoft

PrintSoft is globally recognised as the pioneer of variable data composition technology for high speed printing.

PrintSoft provides software solutions for creating highly personalised, dynamic documents for transactional, direct-mail, white mail and transpromotional applications.

PrintSoft has the largest installed base of service bureaux clients in the world. With installations in over 50 countries, PrintSoft offers its customers unparalleled breadth and depth of expertise.

PrintSoft can provide a customised solution that suits your ongoing needs, enabling you to effectively communicate with your customers.

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