



Added Value in the Mailroom

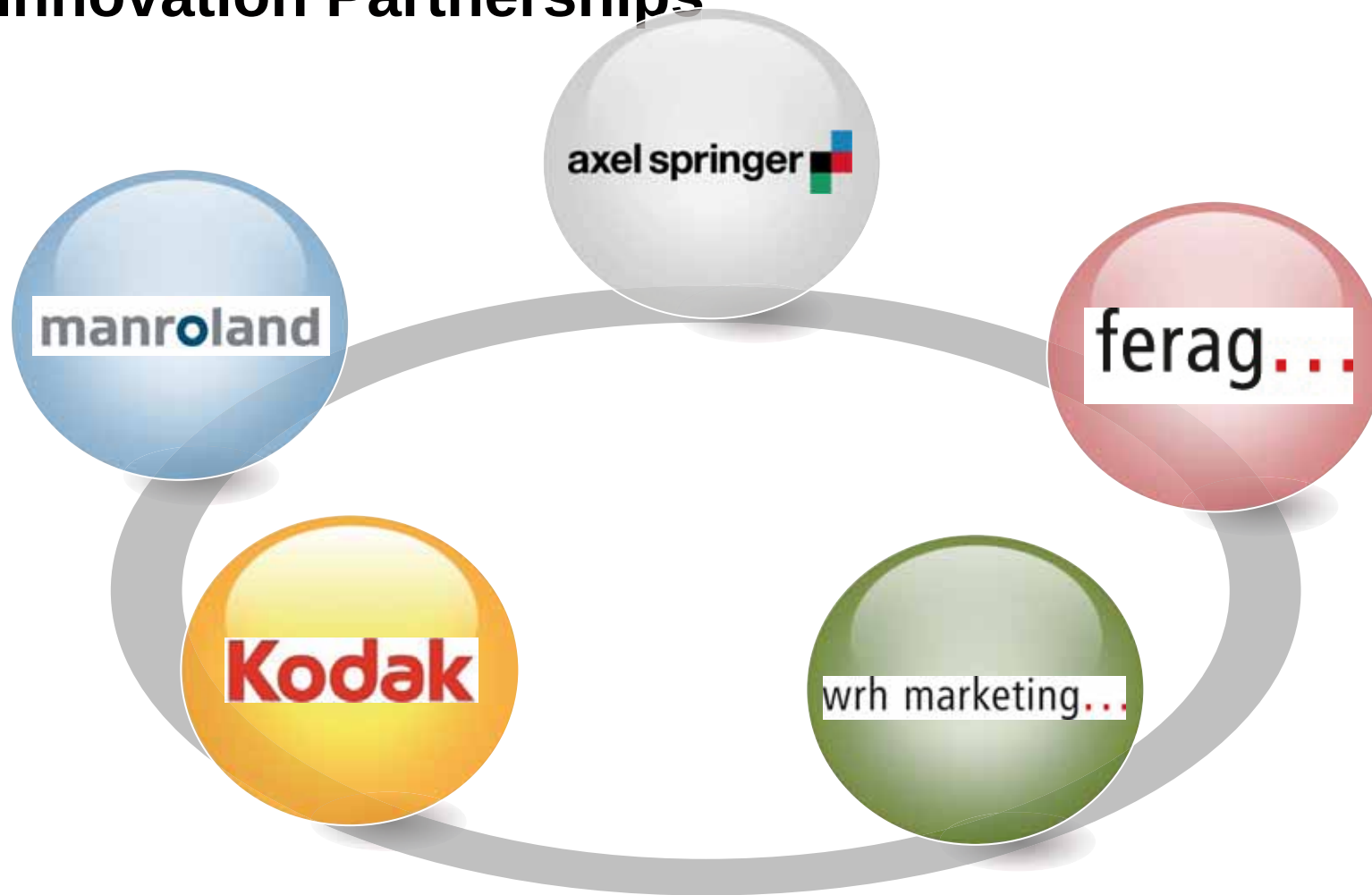
Newspaper Printing Plant, Ahrensburg near Hamburg

Thomas Drensek, General Manager

Newspaper Printing Plant Ahrensburg: The World of Special Advertising Forms



Newspaper Printing Plant Ahrensburg: Innovation Partnerships





- Paper with high degree of whiteness
- Coloured Paper
- Transparent Paper





- Scented Ink
- Flourescent Ink
- Metallic Ink





- **Half Cover / Flying Page**
- **Open Up / Bottom Down**
- **Superpanorama**





- Half Cover / Flying Page
- Open Up / Bottom Down
- Superpanorama



Tabloid only !

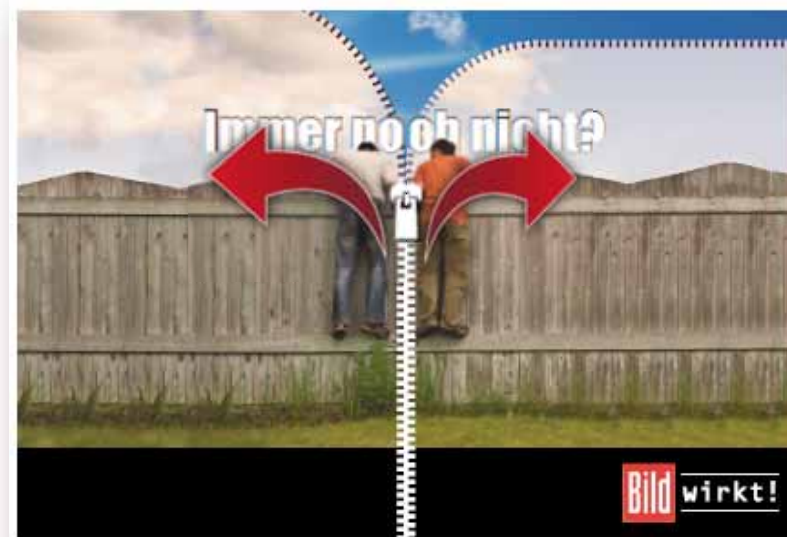


- Half Cover / Flying Page
- Open Up / Bottom Down
- **Superpanorama**





■ „Stage Page Panorama“





axel springer
manroland

Starting Formats: Metro News

- **New Format**
- **Trimming for Magazines**





axel springer
manroland

**Starting Format:
ODA Square**

- New Format
- Trimming for Magazines

285 x 300 mm



0%



-7%

ca. DIN A4



-24,6%

considerable savings

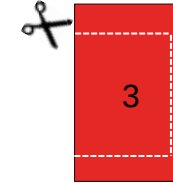
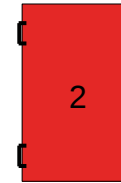
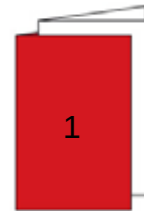


Project: **NEWSPAPER** **GOES** **MAGAZINE**

Starting Format:
Tabloid

Magazine

1. Cover feeding
2. Stitching
3. Trimming



285 x 400 mm



ca. DIN A4

0%

-3,4%

-26,3%

-28,8%

-45,3%



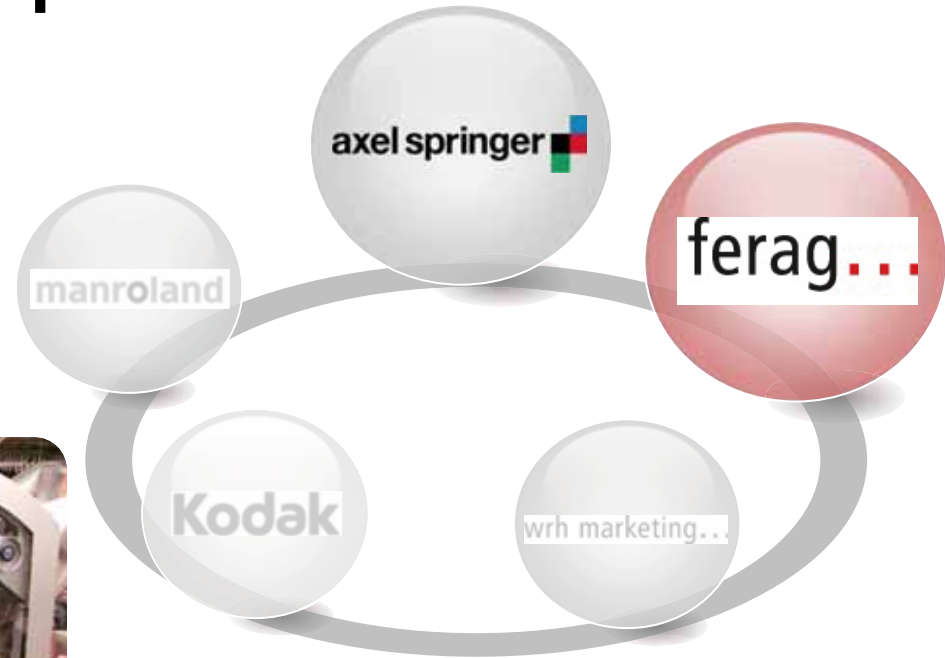
Newspaper Printing Plant Ahrensburg: Innovation Partnerships Mailroom

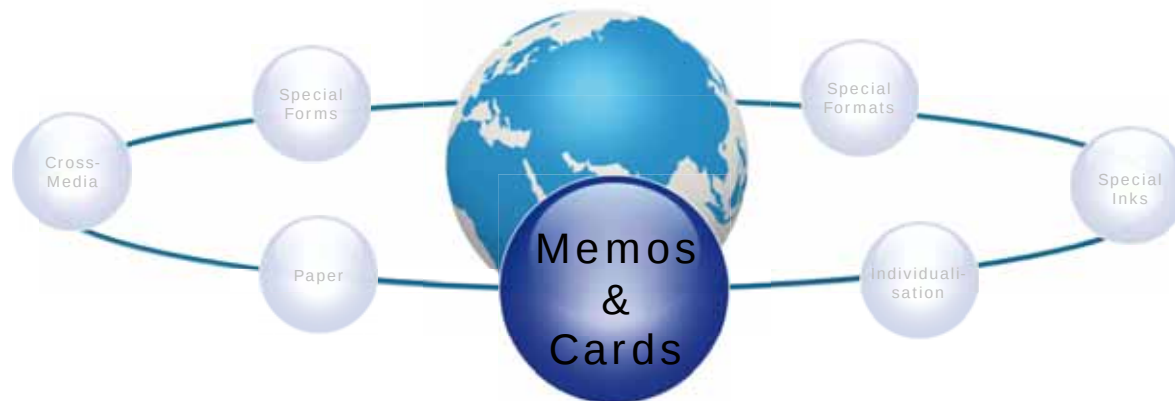


Trimming Drum
SNT 420



Streamstitch SSH

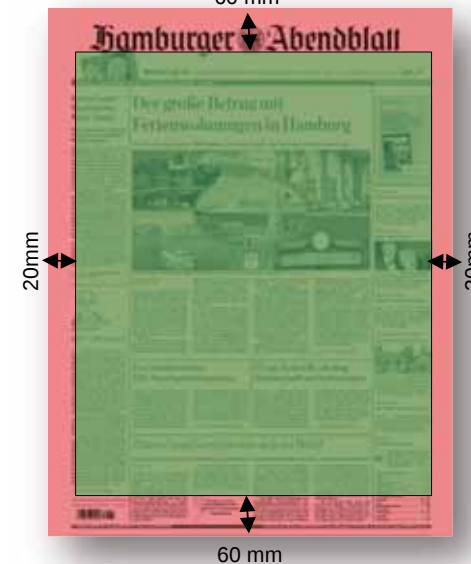


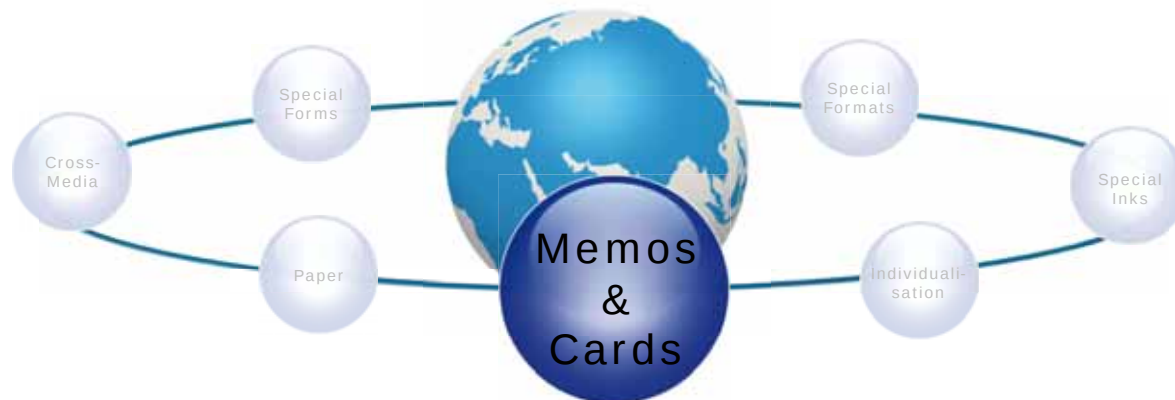


axel springer
ferag...



Labelling area (front page)
60 mm

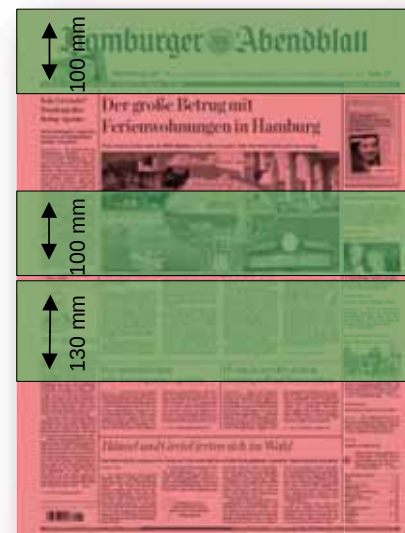




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ferag...
wrh marketing...



Labelling area (front page)



MemoStick® Diversity of Forms



MemoStick® Examples

Vouchers/Rebates



Openings/ Product launches



Lotteries



Special offers



MemoStick® Clip&Hit-Booklet

12 page booklets with double page and single page rebate vouchers

closed products



opened products (front)



Opened products (back)



with barcodes

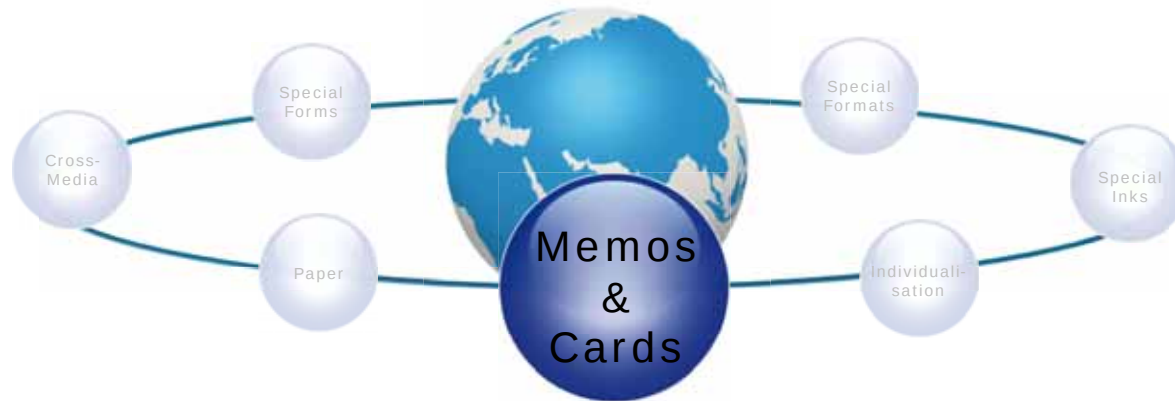


fits in every purse

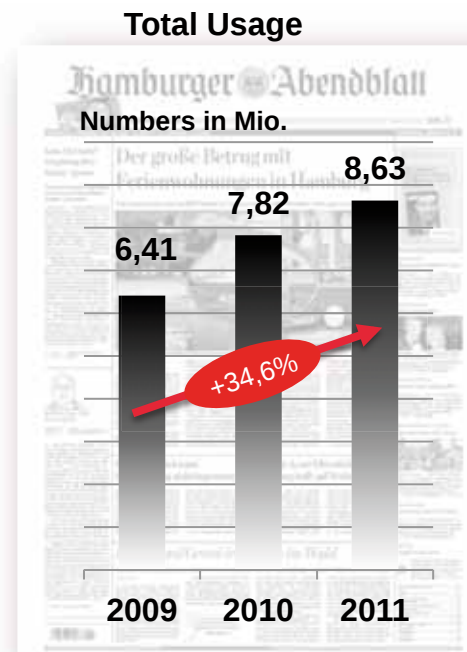
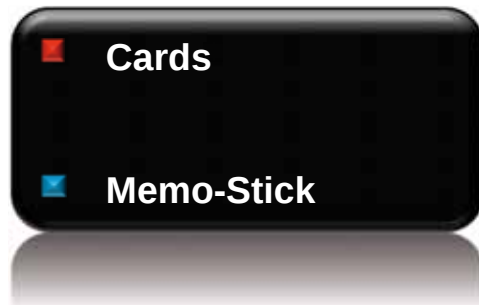


can be passed on





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wrh marketing...



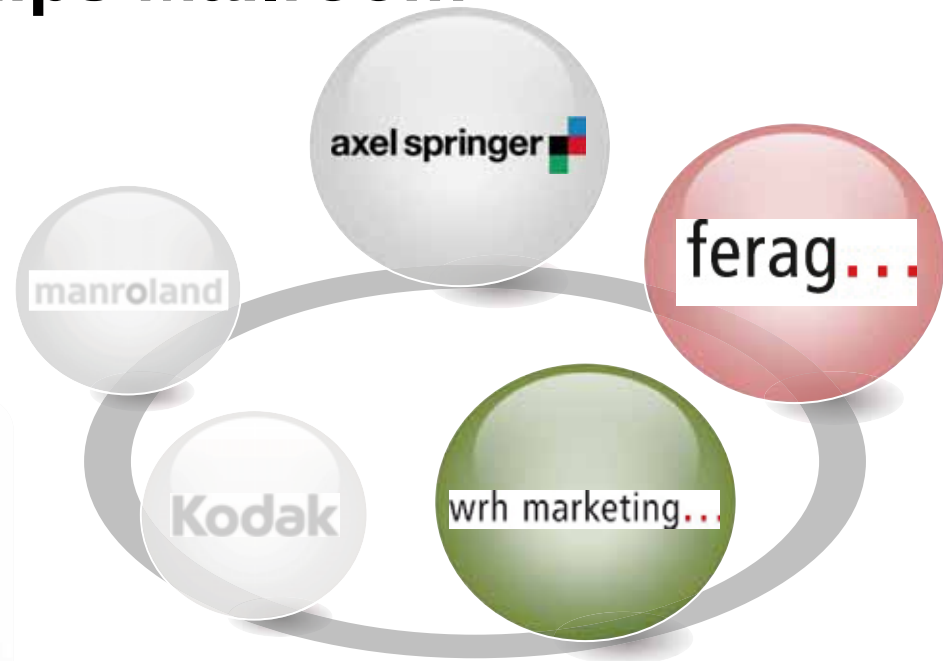
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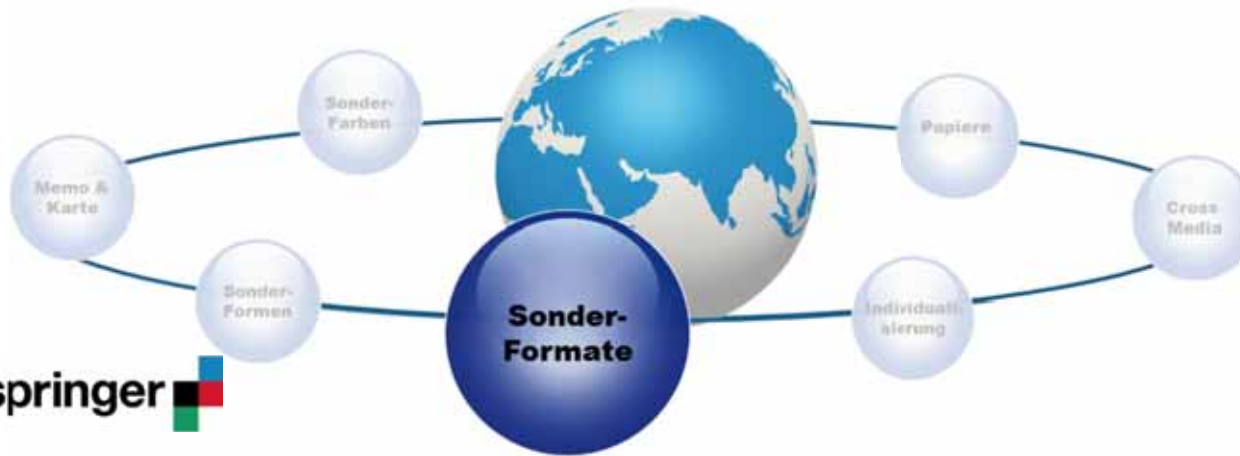


Tri Liner TRL



Accraply





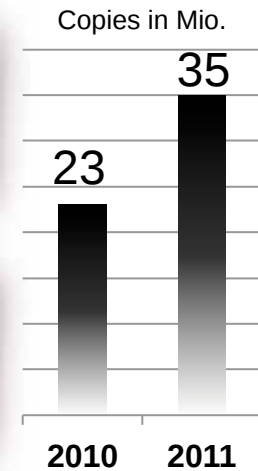
axel springer
ferag...

Starting Format:
Tabloid

Quarterfold Format

Classic Insert-Format
ca. DIN A4

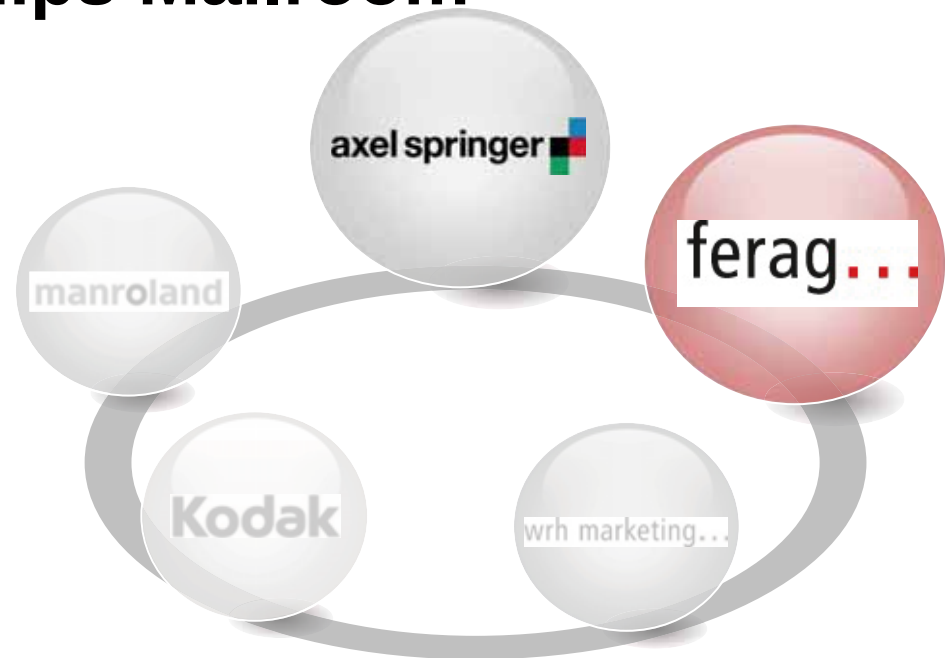
Fits in every newspaper
or letterbox



Newspaper Printing Plant Ahrensburg: Innovation Partnerships Mailroom



Streamfold SSF





Mailroom:
Lottery Numbers
Front Page

Pressroom:
Individualised
Newspaper





Examples

- ✉ Mailroom:
Lottery Numbers
Front Page
- ✉ Pressroom:
Individualised
Newspaper
(KODAK)





Advantage Memostick

- **Memostick** of our client **on the front cover**
- **Additional advertisement** with individual code **within the newspaper**
- - The reader checks the number online
- The lucky number results from Memostick and advertisement
- Gaining user data



Gluings the Memostick!
Look for the number!
Check under www.bmw.de
if you've won!



Unbelievable!
I've won!
I've to post it on
Facebook!

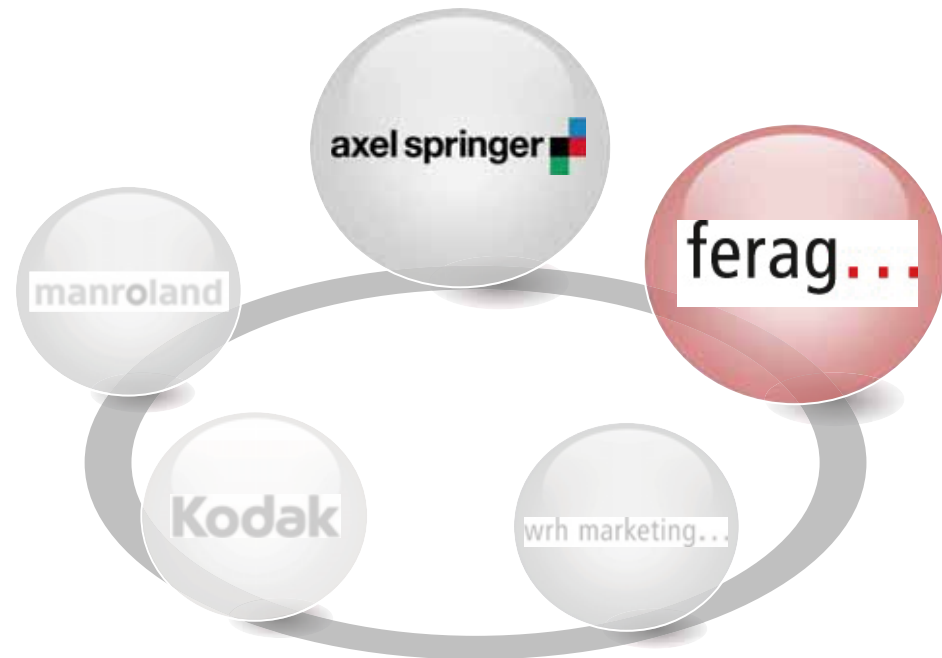


Other technological possibilities we are researching:



MemoFlag

- Gluing MemoFlag
- Interactive Sales Promotion
- High Response

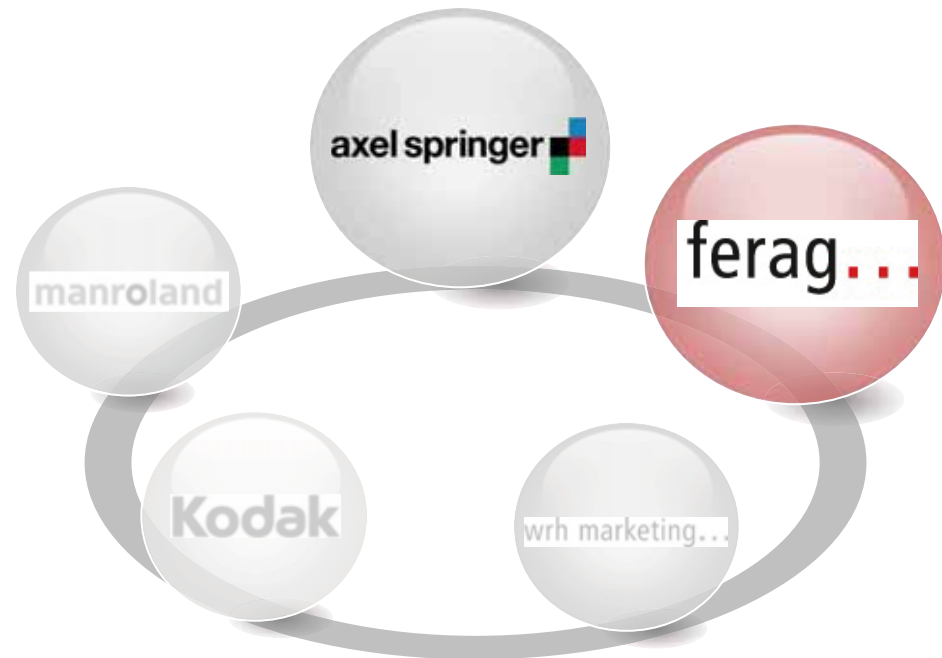


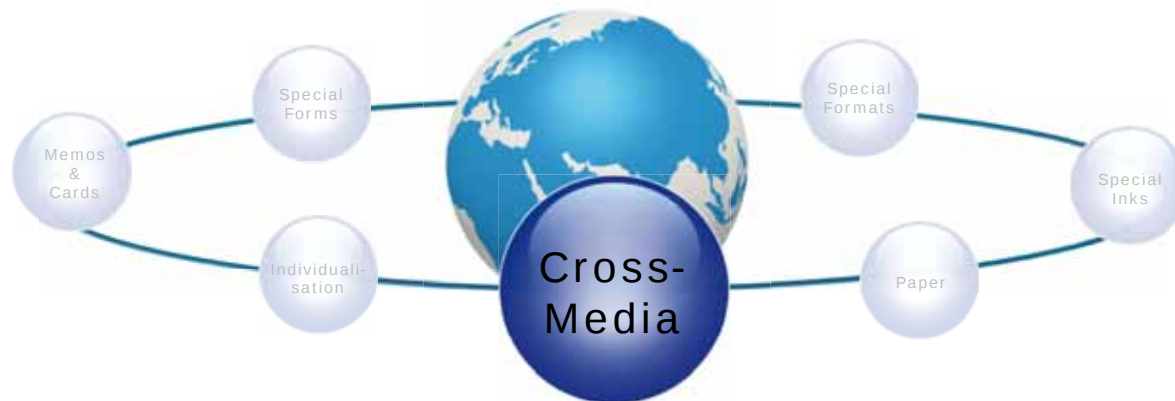
Other technological possibilities we are researching:



InFix

- Gluing CD/DVD or inserts in Broadsheet or Tabloid
- No falling out during delivery
- Exclusivity – Added Value







Read the newspaper?
Certainly!
But sometimes I need
moving images!

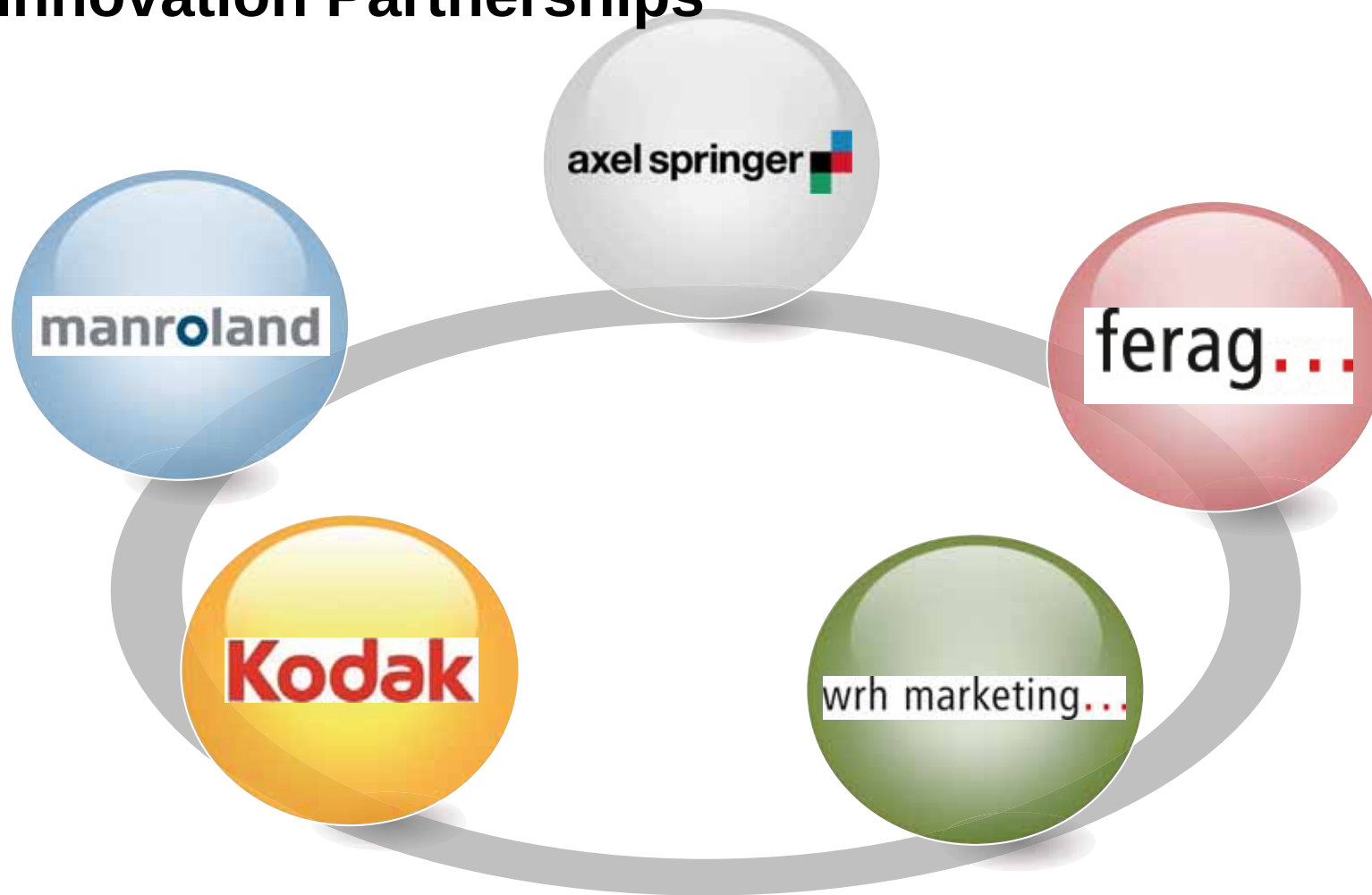


Challenges / Trends

Mailroom and more

- The reader spends a longer time with the advertisement of our client
- Fun for the reader
- Individualisation
- Targeting
- Cross media advertising
- Response
- Regionalisation

Newspaper Printing Plant Ahrensburg: Innovation Partnerships





Panel discussion