



Success Story - Herning A/S Denmark

Herning A/S is a VAR in Denmark with over 50 employees. Herning offers color management solutions, PDF based workflow solutions, content management, and invoicing, scanning solutions, and web-based printing solutions using PSM.

When faced with a challenging economic climate, Herning decided to get creative about how to keep business growing. Herning built a complete web-based printing solutions package around the printer without breaking the bank...starting under \$10,000.

Herning used PrintShop Mail's advanced scripting function to develop an 1:1 web-based printing solution through which print production can be done at a customer site or automatically delivered as a print-ready file.

To date, the company has seen great results. They have installed the web-based solution at 12 locations with various applications, including: personalized travel brochures, business cards, posters, just-in-time production of packaging and shipping labels.

Herning met its objective of growing business in a very competitive economic environment.

"We've used other web-based solutions that were incredibly powerful, but also extremely expensive. PrintShop Mail has proven to be equally advanced, but much more affordable for customers who want to get started with automated variable data printing. PrintShop Mail is well known, but I think only a few people have seen the automated printing functionality as we use it."

VAR Faces Challenging Economic Climate With Web-Based Print Solutions and Wins!

--Christian Lewis, Project Director