

## **SPRYLAB integrates publishing module from ppi Media in Purple DS Hub**

*Two of the most innovative technology partners for international media companies, ppi Media and SPRYLAB, have joined forces in an exciting partnership. In the future, the Berlin-based company SPRYLAB will add a highly efficient print workflow to its digital publishing platform, Purple DS Hub, by integrating the tohoop publishing module designed by ppi Media.*

tohoop is a web-to-print solution developed by ppi Media that enables InDesign to be seamlessly integrated into a WCMS. This allows print publications to be efficiently created from WordPress or other digital platforms, transforming the WCMS editor into a central content creation tool for all publishing channels. tohoop is also a smart reverse publishing solution for publishing houses and corporate publishers thanks to features such as the intelligent translation of formatting from the WCMS to InDesign.

This makes tohoop the ideal interface to complement the existing features of SPRYLAB's Purple DS Hub. The multi-channel CMS enables content to be created for websites, social media and other digital channels in a simple and centralized process – and now with reliable print integration thanks to tohoop.

“We're delighted to be working with SPRYLAB. By integrating tohoop in the Purple DS Hub as a solution that enables the highly efficient print integration of digital workflows, we have an excellent opportunity to make the advantages of our solution available to even more publishers. As a technology partner for the world's leading media companies in Europe, the USA and Asia, we have over 35 years of experience in print production. As a result, we can also enable the most sophisticated print integration for digital publishing workflows”, says Matthias Fischer, Sales Director of ppi Media GmbH.

Kevin Kallenbach, Head of Sales at SPRYLAB, adds: “Purple DS Hub in combination with the tohoop web-to-print solution is the perfect way for publishers to distribute content on absolutely every channel – simply and efficiently for online and print. They no longer have to write different texts – they just have to create one piece of content for all publication channels, which is then automatically adapted depending on the medium. This is what optimal and contemporary multi-channel publishing should be like. We're pleased to have integrated ppi Media's tohoop solution as an additional print channel – we're looking forward to working with our partner in the future”.

### **About ppi Media**

*ppi Media develops highly efficient solutions and services for media companies. The owner-managed software house was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the USA use the firm's solutions in their daily work for the planning, production and editorial workflows of their digital and print products. ppi Media also has a business line called “Digital Services”, where it provides companies outside the publishing industry with support in the form of customized software solutions and targeted advice for digital projects. Its digital services include innovation workshops, active project support from teams of experts and the development of customized software.*

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**About SPRYLAB**

*SPRYLAB was founded in 2007 by Stephan Heck and Benjamin Kolb. The company now employs more than 50 people and supports publishers in creating and distributing unique content. Clients include major media houses such as Axel Springer, Ringier, TI Media, News Corp, Bauer Media, Hubert Burda and Aller Media.*

**About Purple DS**

*SPRYLAB's Purple DS is the central hub for all digital publishing workflows of publishers. No matter if print-to-digital or digital only. No matter if web or multichannel publishing. With Purple DS, you can create interactive content in form of native white label apps, websites or social media feeds efficiently and powerfully. All without a single line of code.*