

## ppi Media automates daily newspaper production workflows at reiff medien

*After switching to a new rotary printing press, reiff medien now has a fully automated workflow in which it can exchange data between the PECOM printer management system and the PlanPag planning solution from ppi Media.*

The local newspaper production teams at reiff medien have been using a new rotary printing press from Manroland since November 2021. During the commissioning process, ppi Media integrated various interfaces to automate communication between the print pre-setting system and the PlanPag planning solution, which is used for daily newspaper production at reiff medien.

As a result, the machine's printing options are now transferred to PlanPag so that they can be taken into account during the production process. PlanPag, in turn, communicates the relevant information to ppi Media's solution for printing form production, OM, which forwards this planning information and additional proofs of the pages and color pre-set information to PECOM.

By automating the production workflow in this way, various manual processes have been eliminated from daily newspaper production at reiff medien, thus reducing the susceptibility to errors: "We've been working successfully with ppi Media for many years. The focus of our cooperation has clearly been on automating and streamlining our production processes. ppi Media has a great deal of expertise and extremely experienced project managers in this field", says Achim Kara, Managing Director of reiff Printservice GmbH.

### **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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