

# pressinfo

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## ppi Media named a WordPress VIP Technology Partner with “tohoop”

*WordPress VIP, the leading provider of enterprise WordPress, has added ppi Media, creator of the WordPress InDesign integration “tohoop”, to its prestigious Technology Partnership program. ppi Media joins a small group of enterprise technology companies serving WordPress VIP clients.*

ppi Media’s solution “tohoop” seamlessly integrates WordPress VIP and InDesign, allowing customers to create articles for print publications from digital content and vice versa in a simple and effective way. This integration extends the WordPress digital platform to include a professional print frontend - including a smart browser-based planning and production tool for print publications.

As the experts in enterprise WordPress, WordPress VIP provides a fully managed WordPress cloud platform for unparalleled scale, security, performance, and flexibility, as well as end-to-end guidance and hands-on support. Some of their enterprise clients include Capgemini, Facebook, and News Corp, among others.

Key criteria for technology partners include clear product expertise and innovative go-to-market strategies. VIP vets every partner to identify companies with a proven track record of successful and forward thinking implementations of WordPress integration at scale.

ppi Media has 35 years of experience in professional and automated newspaper and print production. Numerous publishers worldwide rely on ppi’s services and some of the most renowned publications are planned and produced with solutions by ppi Media, including The New York Times, Dainik Jagran and many of the largest daily newspapers in Germany.

“WordPress VIP is experiencing significant growth and we’re poised to deliver transformational results for brands who require best-in-class digital experiences,” said WordPress VIP CEO Nick Gernert. “We’re excited to welcome ppi Media to our community to help us deliver on the most demanding implementations of enterprise WordPress for large scale publishers.”

Dr. Hauke Berndt, CEO ppi Media: „We are very pleased to have found another important partner for our solution in WordPress VIP. With tohoop, we provide the missing link between digital platforms and print, which finally enables an effective connection of both worlds.“

**For more information about ppi Media’s partnership with WordPress VIP, please visit <https://wpvip.com/partner/tohoop/>**

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**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.*

**About WordPress VIP**

*WordPress VIP is the leading provider of enterprise WordPress. VIP's platform provides enterprise-grade digital marketing and publishing platforms with WordPress at their core. VIP supports flagship digital marketing platforms for some of the best-known brands, including Capgemini, Hachette Book Group, and Facebook. Our digital publishing clients span the media landscape, from focused outlets such as Quartz, TechCrunch, and FiveThirtyEight to some of the biggest publishers and sites in the world, like News Corp, Rolling Stone, and Abril. With its unparalleled power, flexibility, and interoperability, WordPress is the best digital experience solution at scale. Together with VIP's expert support, best-in-class infrastructure, and exceptional partner network, it's an unbeatable combination.*