



**Druckpraxis.** *Information zu den Abläufen.*  
**Practical printing.** *Information on the processes.*

**Workshops for advertisement professionals.** Prinovis teams regularly inform employees of publishing clients about processes and possibilities with respect to advertisements and special inserts. Through these Ad-Special-Workshops, Prinovis intends to

## Optimise cooperation with publishing clients

An anniversary of a special kind: On the 27th of September Prinovis greeted the 250<sup>th</sup> Ad-Special-Workshop participant. This implies: 249 ad specialists, male and female, have already participated in this special seminar. Ad-Special-Workshop? Manfred Manthey, Head of Production and Technology in the Spiegel-Verlag, relates why the largest German news magazine enjoyed participating in one of the seminars: »The market is making increasing demands on us with respect to ad specials. Our media partners expect us to advise them at the conceptual stage already, to support them in the development of new forms of advertising and even to take over production in some cases. On the other hand, it must be

ensured that punctual delivery of the Spiegel is guaranteed, given its highly topical production and against the background of the expansion of the Sunday market. This is why workshops such as this one on ad specials are a great support to us – showing our staff what the day to day telephonic business means in practice. This adds to experience and creates self-assurance with our staff.« There is probably no better way of summarising the content of the Ad-Special-Workshops.

But back to the subject: The birth of the Ad-Special-Workshop can be traced back to some day in the middle of 2003 (the first seminar was on the 15<sup>th</sup> of January 2004), the place of birth was an office at

Prinovis Itzehoe (in those days still called the Gruner+Jahr printers, of course). The questions around improvement of »customer loyalty« provided the trigger. »It was our goal to further improve cooperation with our publishing clients«, says Jörg Laskowski, Head of Product Management at Itzehoe/Ahrensburg.

The solution to this conundrum: a solution-oriented workshop under the title »What (Prinovis-) clients can offer their (advertising-) clients and how this can work.« But the team, consisting of Michael Rakowski, Stephan Haag, Rainer Meixner, Bodo Anders and Jörg Laskowski, does not get bogged down in theoretical analyses and dissertations. On the contrary, the team is extremely practice-oriented and practical – each participant, by the way, is handed a file with extensive documentation in the form of descriptions and examples. »It is an exciting workshop and the ideal mix of updates and news«, says Jessica Klausmann, Project Manager of Media Solutions at Gruner+Jahr, Hamburg.

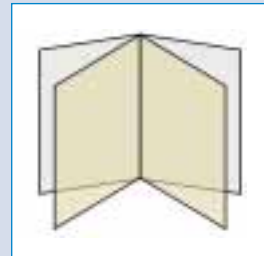
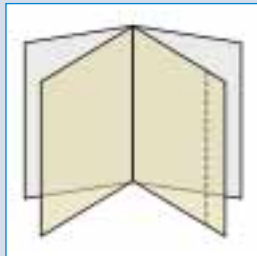
But what can we learn at these workshops? There are two points of departure:

## INFO

## Arten von Sonderinsertionen

## Types of special inserts

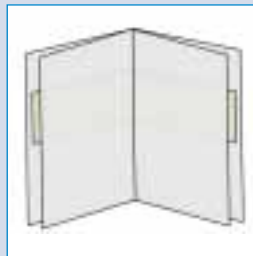
## Beihefter (BH) | Inserts



## Beikleber (BK) | Tip-in inserts



## Durchhefter | Bound inserts



1. Advertisements, formats, inserts and so forth which the ads salespersons can offer and confirm with their clients on own responsibility.
2. The search for (new) forms of advertisements, formats, inserts etc., which may be additionally realised through re-structuring or add-on units. In these cases, Prinovis staff are involved insofar as they provide advice and knowledge in the development of, for example, new bound inserts – checking whether the idea is feasible.

The most important chapters of the Ad-Special-Workshop are fold types, types of special inserts, production principles and the handling of special inserts. The gravure printing options are, for instance, explained and shown to the seminar participants – with differences in stitched or adhesive bound objects. In this way, the advertising professionals learn how

to handle bound inserts, bound-in inserts, glued inserts and loose inserts and what to look out for in each case. And all of this from the printer's point of view (as well).

Discussions include the possible variants of glued inserts (product samples, CD's, booklets, postcards), smallest and largest formats and the requirements for product samples. Did you know? Each delivery of product samples is sample tested for bursting pressure. Five product samples are placed in the same position on each sheet and stacked on top of each other. The stack is then subjected to a pressure of ten Kilo-Newton for 15 minutes. Ten Kilo-Newton corresponds to a mass of approximately one ton! In this test the lotion-sachets, for instance, must not burst.

Not only is there a significant number of participants, but also their fields of work

vary widely. As expected, the majority of the participants hails from advertising sales and -administration. But trainees, IT experts, colleagues from public relations and various management staff were also seen. Their satisfaction is boundless. Steffen Dycke, Head of Ad-Special-Services/Advertisement Production at Motor Presse Stuttgart, says why: »The goal is to distinguish yourself from the ordinary. With ad specials, our clients achieve better attention. Prinovis Itzehoe has also created a special, thereby clearly distinguishing the Itzehoe printers from the competitors. The Ad-Special-Workshop perfectly complements the competent cooperative partnership between Prinovis and Motor Presse Stuttgart. In the meantime, nine colleagues from the Motor Presse have gained basic and specialist knowledge in the workshop. We would like to be amongst the next 250 participants as well. Many thanks.« ■