



CASE STUDY ► AUGUSTIN PRINT & MEDIEN GMBH

01 FLIGHT NUMBER AUGUSTIN PRINT & MEDIEN GMBH, OER-ERKENSCHWICK, GERMANY
TRAVEL MANAGER ORIS PRESS MATCHER // WEB
GOAL DIGITAL PRINTING WITH PERFECT QUALITY

“With ORIS Press Matcher // Web, we are now finally able to guarantee absolute repeatability, a prerequisite for professional printing.”

– Marco Augustin, Managing Director



The company, located in Oer-Erkenschwick, Germany, was founded as a conventional print shop by Marco Augustin ten years ago. “Today a print shop must provide much more than just printing. We can and want to offer our customers a one-stop solution,” says Marco Augustin, Managing Director.

“We realized rather quickly the enormous potential digital production offers, and have consequently concentrated on it. Needless to say we still offer our customers conventional printing, too, which we handle through long-time cooperation partners. We actually look at every job and how it could be ideally produced for the customer. Then we decide to print it either conventionally or digitally. And this is only part of our customer services. Apart from printing, finishing and shipping, we also do the design by request, and devise a custom-made creative concept, no matter whether it is a simple graphic design or a completely new corporate identity.

“We as trained offset printers and typesetters look at print results with a much more critical eye per se, but due to ORIS we can now really print digitally, without having to make concessions. In terms of quality we are easily on a par with offset,” explains Marc Majert, Operations Manager of the company.



“Apart from repeatability, we benefit from a significantly improved quality with the ORIS software.” Marco Augustin looks very positively into the future: “Thanks to ORIS Press Matcher // Web, we achieve perfectly consistent results on all printing machines. This enables us to take the first step into producing premium photo books. We are currently establishing the necessary software requirements. We have already encountered an enormous interest in the market, and we are confident that yet again we will write another success story.”