



SWISSPRINTERS AG DIGITAL CORPORATE COMMUNICATION AT THE BIGGEST SWISS GRAPHIC INDUSTRY COMPANY

At Swissprinters in Zofingen, customers and employees are welcomed, guided and informed digitally.

In this way the biggest printing company in Switzerland reduces the burden on the reception personnel and provides quick and attractive communication of information to its employees and visitors.

Swissprinters AG belongs to the two leading Swiss media concerns, Ringier and NZZ-Mediengruppe, and provides services in the fields of printing, pre-media, processing and publishing services. The digital signage solution, which was im-

plemented in early 2014, welcomes customers and employees in the reception area with a screen stele that is used for personal visitor welcoming and event display. The stele also serves as an interactive information system that visitors can use to search for companies, persons and telephone numbers to contact via the touchscreen.

In addition to optimised visitor guidance using digital signage, Swissprinters AG is also modernising communication to its employees. Both break rooms and the cafeteria have been equipped with screens in order to keep employees informed about current company topics. In this way

Swissprinters AG promotes employee motivation and increases identification with the company. The low effort required in adapting the contents thanks to animated templates in a company-style design gives Swissprinters AG high flexibility with short reaction times.

Cooperation with:
Vision-Inside AG and Marco Zuber