

## Audiovisual content from SAXOPRINT

*The online printing company SAXOPRINT is breaking new ground in the marketing of print products.*

**London – SAXOPRINT, one of the leading online printing companies in Europe, is using videos to showcase its products and services. Video tutorials, product and order process videos, and image advertisements are being made available to customers on an ongoing basis.**

The use of audiovisual media is increasing all the time in the communication of business models and brand messages, as this enables companies to engage their customers more deeply than is possible through the use of image and text content. In line with this, SAXOPRINT made the decision to use video material to showcase the products and processes associated with an online printing company, a new approach for the industry. Over the coming months, there will be an interactive ordering experience on [saxoprint.co.uk](http://saxoprint.co.uk) thanks to a range of video content.

Under the creative direction of a Leipzig-based agency for media production, a comprehensive video concept was developed in accordance with user needs. They worked in close collaboration with SAXOPRINT management to produce product information, explanatory videos and advertisements, which would be used specifically at relevant stages of the order process on [saxoprint.co.uk](http://saxoprint.co.uk).

### Outline of the order process

Serving as an introduction to the "Online printing company" business model, explanatory videos will be made available to customers from the middle of July at relevant stages in the order process for their print products. Animated screens will highlight the necessary steps involved, from configuration, selecting payment and delivery terms, through to uploading data. A summary clip of the entire order process will be included in a prominent position on the homepage, making it easier for new customers to get started using the online portal.

"Using video material, we can make it far less daunting for potential customers who do not have any prior experience ordering print products online. Questions are answered before they arise. Of course, our skilled service employees are also still on hand as a personal point of contact, just like before," says Daniel Ackermann, managing director of SAXOPRINT.

**SAXOPRINT** is an international printing service provider with cutting-edge offset printing facilities in Dresden. As one of the market leaders in Europe, the company employs over 500 people, offering an extensive portfolio of services via several successful online printing portals.

SAXOPRINT has been a 100% subsidiary of the publicly listed company CEWE Stiftung & Co. KGaA, Europe's leading online printing and photo service, since January 2012.

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## **Product videos: Creating an offline purchase experience**

With a large number of new products and product improvements, SAXOPRINT has an extensive range of versatile print products, which can be customised in over 500 million different ways. Video clips will soon be available directly in the online shop, particularly for complex products, alongside the information on individual processing and finishing options, allowing potential customers to see how their final products will look. The hand motif which is already familiar from SAXOPRINT campaigns will illustrate options such as folding and binding types as well as perforation and lamination.

## **About SAXOPRINT**

SAXOPRINT is one of the leading online printing companies in Europe. The company currently employs more than 500 dedicated staff over a total area of more than 18,000 m<sup>2</sup> at its headquarters.

SAXOPRINT offers exceptional print quality. The company has one of the most modern technology parks in the global printing industry at its disposal. The online printing company has invested almost €20 million in new equipment, production processes and new employees over the last two years. Thanks to efficient work processes in prepress, production, processing and dispatch, as well as the very latest technologies, the company is able to carry out thousands of print orders every day on schedule.

Sustainability and climate protection are also important factors for SAXOPRINT. Using the very latest printing technologies, over 350,000 customers throughout Europe count on SAXOPRINT for their environmentally friendly printing needs. Based on the collaboration with ClimatePartner, a leading provider of climate protection solutions, customers can make their own individual contribution to climate protection and optimise their CO<sub>2</sub> footprint.

In addition to expanding into new countries, the company strategy for 2015 also includes introducing new products and services. These include new features and continuous improvement of the usability of online printing portals. The aim is to provide additional added value for customers in order to offer optimal service.

Video Link:

<https://www.youtube.com/watch?v=aPIJhw87Dm4>