



Bonnier System A/S distributes two million pages of print per month within the Nordic region - and InterForm helps them with the task

Being the Service Partner within the Magazine Group Bonnier Specialmagasiner A/S, Bonner Systems are responsible for operating of one of the largest subscription systems within the Nordic region.



Bonnier System A/S distributes more than two million pages of print per month within the Nordic region, these are cover pages send out with a number of subscribed magazines. The cover page, which typically contains adds for additional products, subscription offers and recruitment campaigns, is also used as invoice, and the lower part of the page is a payment slip printed with the required OCR-font.

The main part of the two million pages is printed when the magazine is first sent out, however this way of printing is only profitable when printing a very large number of pages and it seems inflexible when only printing a smaller number.

„InterForm has given Bonnier System A/S a flexible and economical way to produce cover pages for the 60.000 - 70.000 re-forwardings per month“, says IT Manager Jan Olsen, „ - and that is only in Denmark“.

„On a laser printer in our Stockholm department InterForm prints 70.000 - 80.000 Swedish re-forwardings per month - and then there is also Finland“, Jan Olsen continues.

The Magazines chose their own layout.

It is the objective at Bonnier System A/S, that the individual magazine controls the contents and layout of their cover page, this means that the subscription system needs to be able to handle such changes with short notice.

„With InterForm's build-in OCR-font and flexible design facilities, it is now possible for us to deliver individual prints to each of the many monthly magazines“.

„We will within the near future expand our print capacity to include a 40 page A3-laser printer. This printer is going to produce cover pages in A3-format with personal messages to the subscriber on both pages - using InterForm we expect to be able to handle this job with success“, Jan Olsen finishes.

