

We let our customers speak

"The collaborative overall project of the companies Fichtner IT-Consulting, Onlineprinters and MEDIA Central inspired me from the first conceptual indent to the final implementation. Over a period of almost exactly one year, a product was created that is unique on the market from an IT and logistical point of view, but also from the end user's perspective.

The project cooperation with experts from three different worlds (IT specialist, media agency and online printer) was structured and extremely result-oriented from the very beginning. Personal concerns were put in the background, while the overall focus for all 3 parties was on the "perfect" product.

For MEDIA Central, the jointly created online planning widget at www.diedruckerei.de opens up a market in which the company is at home due to its 23 years of market-leading expertise in the field of brochures, but which has been neglected until now. Potentially advertising companies of all sizes, for whom this process was previously too opaque, now have intuitive access to the distribution of their haptic advertising messages in just a few steps. A classic win-win situation." (Project Manager and Head of Media & Marketing Mr. Kai Krempin).