

Pressrelease

infuniq systems presents its PIM-system at the drupa innovation parc on drupa 2012.

Essen, 02.06.2012

The Essen-based software vendor presents the infuniq[®] PIM-solution for sustainable and flexible product information management at this year's international printing exhibition in Düsseldorf from May 03rd until 16th.

infuniq systems is placed in Hall 7, Booth B03 7.0 in the topic-area „dynamic publishing“ at the drupa innovation parc.

„At drupa, we mainly address medium-sized companies which are not willing to pay initial cost and license fees beginning from one hundred thousand Euro and upwards to implement a product information management strategy. By examples, demonstrations and discussions, we point out cost-saving ways for a stepwise and forward-looking implementation of product information management for your business.“ said Axel Helbig, owner of the 2007 founded software company infuniq systems.

Many companies avoid the associated change process, the complexity as well as the time and cost required for a PIM-integration. However, product information management (PIM) is a basic requirement for international business actions, target group-oriented communication and consistent product publication across all relevant channels of publication.

With a PIM strategy, companies can achieve significant competitive advantages.

Using a PIM-system, there is no longer any conflict between professional company expertise in product communication throughout different channels, time-saving optimization of management and publishing processes and simultaneous cost savings.

Invest some of your precious time and visit infuniq systems at Drupa in Hall 7.

You are welcome to contact us to arrange an appointment by calling +49 (0) 201523674-171.

We look forward to interesting conversations with you.

infuniq systems GmbH
Rellinghauser Strasse 332
45136 Essen

PR-Contact: Jörg Schönenstein
Tel.: +49 (0) 201/52 36 74-171
E-Mail: pr@infuniq.com
www.infuniq.de

