

FLYERLINE SCHWEIZ AG INVESTS IN STATE-OF-THE-ART DIGITAL PRINTING TECHNOLOGY FOR OUTDOOR ADVERTISING POSTERS.



Steffen Tomasi in front of the MS JP4 ECO digital printing machine
Photos S. Tomasi: Ulrike Sommer

Altnau (20.08.2024) Flyerline Schweiz AG is pleased to announce that it has invested in more state-of-the-art, industrial-level digital printing technology. This strategic ex-pansion of production capacities specifically aims to boost the production of posters for outdoor advertising and marks yet another major milestone in the company's efforts to align its production capabilities.

Trend in poster advertising

They're ubiquitous: posters in many different formats are on display along streets, at bus stops, at railway stations and at many other prominent locations. Posters are an integral part of the advertising world and remain enormously popular among marketing specialists. They reach a broad target audience and are an indispensable means of communication.

One key trend in out-of-home communication is the development of bespoke advertising campaigns featuring cus-



tomised designs, much like we see in other areas of print media. While demand for poster campaigns remains high, the focus is increasingly shifting to individuality, variable images, multilingualism and a personalised sales pitch.

Digital printing technology opens up new possibilities

Conventional offset printing has long been regarded as an ideal and cost-efficient solution for medium to large print runs. Yet given the increasingly long list of demands they must meet, these systems are now reaching their limits in terms of cost efficiency. Flyerline Schweiz AG's most recent investment in high-tech digital printing technology is now opening up new vistas. Not only can the company's new tech be used for medium to large print runs, but the images used for those print runs can be flexibly switched out and customised as needed. Posters are printed to an industrial standard – digitally and in offset quality – at Flyerline's site in Altnau. The trend towards smaller but customised print volumes calls for innovative approaches to production. The new digital printing machines will allow Flyerline to print posters with an extremely short turnaround time and in outstanding quality. That is especially advantageous when it comes to targeted campaigns that employ outdoor advertising, since these hinge on using a precise and personalised sales pitch to reach the target groups.

"Our decision to invest in this advanced technology was prompted by growing demand for individualised posters and the uptick in small and medium-sized print runs that are split into a larger number of batches," explains Steffen Tomasi, CEO & owner of Flyerline Schweiz AG. "Digital printing lets us respond more quickly and efficiently to our customers' specific needs while still adhering to the very highest quality standards."



Large posters in digital printing

That special something "extra"

Flyerline Schweiz AG aspires to impress its customers – not only through outstanding products, but also advanced technologies and services. And it remains true to that aspiration. The company is convinced that its investment in digital printing will significantly boost the value and effectiveness of its customers' advertising campaigns.

With deep roots in the Swiss printing industry, Flyerline has established itself as a leading provider of printing services. The company is proud to offer its customers a wide range of high-quality print products and customised solutions – extending from standard print products to complex packaging and POS materials. A unique blend of extensive experience, innovative spirit and a focus on sustainability have put Flyerline Schweiz AG in just the right position to continue to lead the printing industry and provide its customers with outstanding quality and service.



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