

20 YEARS OF FLYERLINE

FLYERLINE IS CELEBRATING 20 YEARS OF WRITING PRINT-SHOP HISTORY



Altnau (1 March 2022) Flyerline Schweiz AG is considered a pioneer in Switzerland's online print shop industry. Initially launched as a small start-up offering just a small selection of printed products, this Altnau-based company has since revolutionised the Swiss print shop industry and is now considered to be Switzerland's leading online print shop featuring a wide range of printed products, packaging, furniture, trade fair furniture and many different services. Flyerline is celebrating its 20th anniversary with special monthly promotions, video messages and a big competition.

From a pure distributor to Switzerland's leading online print shop

When it first started up, Flyerline Schweiz AG was initially a pure distributor that sold flyers, business cards, posters and postcards – exclusively online. Founder Steffen Tomasi's ingenious idea of bundling print jobs on gang runs and allowing these to be ordered through a purchasing pool has

slashed not only the cost of printing but also reduced the cost to customers enormously. Demand grew rapidly and Flyerline became an increasingly major player in the printing industry.

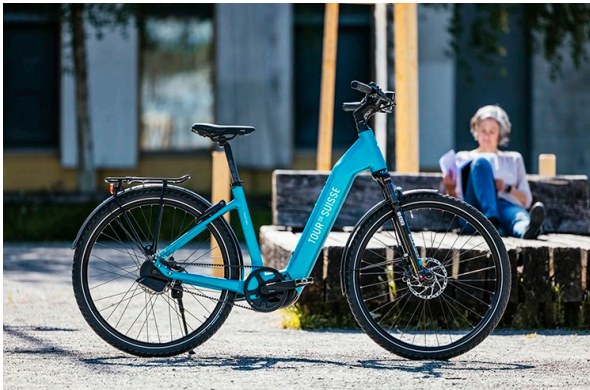
First founded in 2002, Flyerline Schweiz AG got its start in Kreuzlingen and then moved to its current location in Altnau in 2003. In 2005, Flyerline invested in its own printing presses, which have been upgraded on an ongoing basis over these many years and supplemented with state-of-the-art printing machines. The most recent addition was made last year: the new HP Indigo 100k Digital Press, which has once again given Flyerline a technological advantage in the country's printing industry.

The product range grew steadily over the years and was expanded to include the company's own in-house innovations, which include products like All-weather Posters®, patented quick-change frame systems and a variety of other printed items.

Seizing the pandemic as an opportunity

The pandemic was a challenging time for Flyerline to continue asserting itself on the market, as demand for printed matter suddenly collapsed in individual industries including restaurants and catering, events, trade fairs, tourism and many more. Innovation and dynamic processes carried Flyerline through the crisis and it didn't take long for the company to launch a special range of coronavirus protection products and roll out or reposition a variety of packaging and POS materials on the market. Doing so enabled the company to generate sales that compensated for the large losses of revenue it suffered in other business areas.

Today, Flyerline has a standard product range comprising over 300 different printed items, packaging, point-of-sale materials and trade fair furniture, which can be put together online using numerous configuration options. This offer is rounded off by services that can be booked online as well as customised print products that are tailor-made to customers' specifications.



Anniversary competition: The main prize is an e-bike worth CHF 5,000.

#20yearsflyerline – join the festivities

This is the motto under which Flyerline is inviting its customers and followers to join in on the festivities. Every month will see Flyerline publishing special promotional offers, video messages featuring exciting stories about Flyerline and invitations to enter its big anniversary competition for a chance to win prizes worth a total of CHF 10,000.



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