

PRESS RELEASE

NIZE equipment (Denmark) appointed as Certified MultiPress Encouraging Promotor in the Nordics and the Baltics

Bruges, February 2023 - Dataline is further expanding its MultiPress partner network. To better serve its many customers and prospects in the Nordics and Baltics, Dataline, the developer of the high-performance print MIS/ERP software MultiPress, appoints Denmark's NIZE equipment as Certified MultiPress Encouraging Promotor. This cooperation stems from a similar business vision at Dataline and NIZE equipment.

NIZE equipment: "we help optimise your print media business administration."

NIZE equipment is a Danish company specialising in sales and maintenance of professional printers, cutting machines and software throughout the Nordics. At NIZE equipment, customers always take centre stage. Through close customer contact and open dialogue, their team of experts works tirelessly to determine which products are best suited for the individual company. For decades, they have represented well-known brands such as SwissQprint, Caldera and Enfocus, among others.

NIZE has **a solid reputation in the Nordic market, especially in the sign and large-format segment**. Therefore, NIZE proved to be a suitable partner for Dataline. Including MultiPress in their product range made more than enough sense for NIZE. Lars Nikolajsen (CEO of NIZE) explains, "It is an important strategic choice to include business software and workflow in our portfolio. After all, **powerful business software is the glue that holds a print media company together.**"

Certified MultiPress Encouraging Promotor

As a Certified MultiPress Encouraging Promotor (CMEP), NIZE will become **the point of contact for the MultiPress software in the Nordics** (Denmark, Sweden, Norway and Finland) **and Baltics** (Estonia, Latvia and Lithuania). The team will share its MultiPress know-how and experience with print media companies in this region.

They will **promote MultiPress** and work with Dataline Business Developers and Project Managers to guide the successful Dataline process of auditing, demonstrations and project management.

This new relationship follows recent developments in the Danish market: MultiPress implementations recently launched at print company [Step Print Power](#) (Svendborg). Robert Hartman, International Business Developer at Dataline, is also enthusiastic: "We are impressed by the professionalism and strong reputation of the NIZE team. They go out of their way to make every project a success, something they do very well! We eagerly look forward to driving MultiPress's further growth in the northern part of Europe with the help of the NIZE equipment team".

A forward-looking partnership

Dataline CEO Dirk Deroo did not take this partnership lightly. The partnership with NIZE equipment is a **much-needed extension of the MultiPress partner network**, not only for Dataline but **also for the printing industry in the Nordics**. "For many years, Dataline has been successfully active in the Nordic printing industry. Our company has previously completed MultiPress implementations in Norway, Sweden, Finland and Denmark. We know that print production companies in this region are also under heavy pressure and that their administration and production processes must be as automated as possible. We believe NIZE equipment is **the right partner to facilitate access to MultiPress in the Nordics and Baltics. Our software ensures more than 1,000 European printing companies have a sustainable future.** NIZE equipment has the strategic conviction and the necessary knowledge to represent MultiPress."