

PRESS RELEASE

Dataline takes strategic step for further expansion in Europe

Bruges, June 2, 2020– Dataline, market leader in ERP/MIS solutions for graphic production companies, strengthens its position in Germany through a strategic partnership with Baumann Gruppe. The latter is one of the largest independent trading companies of graphic systems and machines on the German market with 300 employees spread over 7 sites. In 2005 Baumann founded medianetics GmbH, with the aim of strengthening and focusing on workflow automation in graphics businesses. MultiPress, Dataline's ERP software, was recently added to the portfolio of medianetics. The company takes care of distribution and support of MultiPress in Germany for commercial printing (offset/digital). Thanks to the cooperation with this channel partner, the Belgian company Dataline is increasingly becoming a major player in the European graphics market.

Baumann, a technology leader

Baumann Gruppe is an internationally active family company founded in 1930. The company from Hesse (Germany) is one of the world's largest distributors of graphics machinery, systems and consumables in Germany. The Baumann Gruppe is therefore rightly called one of the market leaders. With the establishment of Baumann & Rohrmann in Cologne, the sales and service network of the Baumann Group was further expanded in 2002. To this day, the focus of the brand-independent trading company is on advice, sales and service for graphics machinery and systems.

In 2005 Baumann & Rohrmann founded medianetics GmbH, based in Meckenheim, with the aim of strengthening and focusing on workflow challenges. In addition to digital printing, the company offers fully automated printing solutions, from prepress to finishing. This includes advice, sales and service for software and hardware solutions for the entire workflow in graphics businesses.

MultiPress, the missing link

medianetics is increasingly being asked for integrated and comprehensive software solutions. More and more customers want to further automate and integrate their workflow in order to save money and time and further expand their market position. However, a solid MIS/ERP package was still missing from the portfolio. Indeed, this is of course an essential part of the digitalisation and automation of all processes within every modern graphics company. Strategically, MultiPress will therefore undoubtedly be an important addition to Baumann's portfolio.

Dataline has an excellent reputation. The graphics industry in Belgium and the Netherlands, which is considered to be among the most progressive worldwide, is virtually standardised on MultiPress in terms of MIS/ERP software. The Bruges company is known for having constantly renewed its ERP environment for 20 years where many other European players have more or less stopped further development. That's why MultiPress is now extremely complete with functions such as CRM, estimation, calculation, orders, planning, logistics, finance and reporting.

But there's more to the story than that. Dataline has developed a strategy of certified partner solutions in recent years. It does this by providing standard connections and integrations with 3rd party solutions in accounting, prepress, production, logistics and e-business. As a result, every modern printing company can be helped with a single solution – one that is tailored to the company and can grow with it.

European expansion

Dataline, based in Bruges (Belgium), has been successfully expanding its market since 2016, mainly throughout Europe. Today the company is active in 23 countries and the software is available in 11 languages. Outside the Benelux, this is done through a network of channel partners who distribute and support MultiPress. In addition to offset and digital printing, MultiPress is also a solution for signage and large-format printing, as well as numerous other printing and finishing techniques, from the smallest niche player to internationally active companies.

Dirk Deroo, CEO of Dataline, stipulates the importance of MultiPress for the graphics industry in Germany: 'The largest printing companies in Belgium and the Netherlands run on MultiPress, which is also the case in the countries surrounding us. When Baumann approached us in their search for a complete and innovative solution for their customers, there was almost an instant-click. We are convinced that MultiPress also has an important role to play in the German graphics industry and that there is significant potential for a modern and future-oriented ERP solution'.

Jürgen Lüke, CEO of medianetics: 'Our first contact with Dataline immediately showed a lot of potential. They understand our customers' demands very well, even more so, they have numerous solutions available that we can use to strengthen many

graphics companies right away. MultiPress will not only be an important addition to the medianetics portfolio, this software has the potential to be a strong additional business opportunity for us in the coming years'.

About Dataline and MultiPress

With more than 1,000 customers and 10,000 users in 23 countries, Dataline Solutions with MultiPress MIS/ERP Software is the undisputed market leader in the graphics production industry in Europe. Dataline's headquarters are in Brugge-Loppem (Belgium) but besides Hasselt (Belgium) there are also offices in Limmen-Amsterdam (the Netherlands), Strasbourg and Paris (France) and Willingen (Germany). The Dataline team consists of 50 passionate specialists.

MultiPress MIS/ERP Software organises the daily management of any graphic production company and is available in 11 languages.

MultiPress MIS/ERP Software integrates all commercial, administrative, financial, production and logistics business processes, along with planning, registration, e-business and reporting, into one powerful management system. This ensures optimum automation without ever depriving the user of control.

Thanks to the modular nature of MultiPress, it is perfectly matched to any graphic production company. Regardless of the printing technique – offset, large format, foil printing, lamination, coldset, engraving, heatset, finishing, screen printing or digital printing – MultiPress flawlessly calculates the exact production cost and production time.

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