

Prinovis to print “Krone bunt” from August

Mediaprint entrusts weekly supplement of Austria’s *Kronen Zeitung* to Prinovis

Prinovis has succeeded in winning the contract for “Krone bunt”, the big Sunday supplement of Austria’s *Kronen Zeitung*, which is issued in a weekly print run of over 1.6 million copies (ÖAK annual average for 2008).

Mediaprint, Vienna, one of Austria’s leading publishers of printed media, is entrusting the printing of “Krone bunt” to the Prinovis printing plant in Nuremberg from August 2009.

In addition to the printing contract, Prinovis and the Austrian media company Mediaprint, who publish "*Kronen Zeitung*", are also planning to work closely together to develop online and mobile web marketing. Prinovis Sales Director Jürgen Freier says: “We are pleased that Mediaprint see us not only as a printer, but are also interested in us as a service provider of online and mobile solutions.”

Prinovis was born in 2005 from the merger of all German gravure operations of the three companies Gruner + Jahr, Axel Springer and arvato. The company has sites in Ahrensburg, Dresden, Itzehoe, Nuremberg and Liverpool, where it provides its customers with custom solutions for their individual print- and communication-related needs and wishes.

Press Release

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