

International activities

Multiprint also unfolds activities beyond the Finnish borders. In 1996, a brand new company was taken over in the Russian city of St. Petersburg, which specialises in large-size offset printing in B1 formats for labels and packaging materials for companies such as vodka companies and the cosmetics industry. In 1999, Multiprint took over a print shop in Moscow, which

quickly expanded into a large company mainly deploying offset machines. Not for packaging materials and labels, but mainly for commercial printing. These two Russian companies currently employ some 500 people. Besides offset presses, Moscow also boasts digital offset, Docutech's and DocuColor 40's.

In 1997, Multiprint opened a print shop in Estonia. Here, they started a new company, which also rapidly developed into a fairly large-sized company. This company offers both digital and offset printing.

Why Xerox Premier Partner?

Risto Ojala is very outspoken about the Xerox Premier Partners membership. He sees a lot of good in knowledge-sharing with foreign companies encountering similar problems to those in Finland. "Finland's population is relatively small", he says, "which makes printing of variable data for marketing purposes - to name but one example - a lot more complicated. However, in many cases, comparisons can easily be made." Multiprint's manager makes no secret of the fact that he would

like to continue to follow Xerox' own movements in this respect. "We frequently co-operate closely with Xerox Business Services, but at the same time they are our chief competitors. Besides XPP, we have been a member of the International Printers Network (IPN) for the past seven years. This association is still an influential co-operation network. But as I said, along with other printing companies Xerox is also involved in the Xerox Premier Partners and the company boasts an extensive know-how."

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THE DOCUMENT COMPANY
XEROX

Multiprint combines offset and digital printing Services provided from 15 printing locations in Finland

Risto Ojala, managing director with Multiprint Oy in Finland, has just travelled from the print shop in Lahti to Multiprint's largest establishment in Helsinki. Here, a team of 69 people carries out numerous assignments for a large number of customers, using offset, digital printing or combinations of both.

Joined forces

Not all printing locations are this big. On average, the other printing locations employ no more than ten people. However, the locations network as a whole frequently joins forces to get the work done, which makes for an unbeatable formula. Rapid communication via the Internet has made it all possible. Multiprint has operated under the same name for 41 years, but the last ten years in particular the company experienced rapid growth. In nine cities in central Finland, such as

Helsinki, Lahti and Tampere, companies were taken over or expanded into larger organisations. Risto Ojala mentions the example of its Rauma branch, which caters to a large customer in the shipbuilding industry. The existing copy shop of two people was too small to handle the extensive production involved. Following the take-over by Multiprint, it currently employs ten people who tend to the entire production of large-size prints for the shipbuilder's CAD activities. Multiprint offers companies extensive services. The company frequently takes over all printing activities, including staff, materials and equipment. Multiprint subsequently decides how and where its editions will be produced, thus increasing cost efficiency. Smaller editions are printed on location. The larger editions are put out to the print shops. For special occasions like exhibitions in Helsinki other printing locations are sometimes used. "In short, we make full use of our facilities to optimise services to our customers. This enhances our capacity to cater to customers with larger volumes", Risto Ojala explains.



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Extra services

According to Risto Ojala, the company offers an extensive and continuously expanding range of extra services. "We carry out extensive print work - including order books - for a Finnish supermarket chain: more than 14 million pages a year. We also manage their copying and printing equipment. In fact, we conclude the contracts with the printing suppliers and take care of supplementing paper and toner. Naturally, this is done with an eye to printing the customer's volume, by taking as many tasks possible off their hands. Another example of such extensive services is the internal and external mail service we offer large organisations. We offer services which exceed printing alone, but they need to be print-related."

through the Internet makes this much easier and much more effective. They can send us their files as an e-mail attachment, but also a PDF with a digital job ticket within our system. We can add jobs to the list for reprinting, enabling our customers to deliver them to the printer themselves by means of a standard browser. Our most far-reaching solution is to provide customers with a template for laying out their own jobs or adding the desired text, the same way we do with business cards and brochures. Although there is no face-to-face contact, we can now use e-mail to inform customers of extra services, special facilities and special offers. This increases and optimises customer contact, particularly since we now have much more information regarding our customers at our disposal."

Customer communication

Customer communication has changed. Some people fear that the rise of the Internet will diminish customer communication. Risto Ojala begs to differ: "I feel the exact opposite is the case. Many of our customers still regularly drop by our print shops to have their copies made. The drawback is that we hardly know these people. They are hard to map. Communication

Different types of customers

Multiprint carries out a substantial amount of work for industrial customers. Not just printing jobs, but also documentation workflow services. Heikki Kaija, who manages the large print shop in Helsinki, says: "In manufacturing much work is still carried out in black-and-white, but we are witnessing a steady increase in the demand for colour. In Finland,



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we produce manuals for paper machines and 'harvesters' - machines used to fell trees and cut the trunks for further processing. We also cater to a large ICT company in Finland. They too want more colour, as they want their products for the consumer market to look trendy. So apart from a large number of Xerox Docutech's, we also have several Xerox DocuColor 2060 machines and two 6060's."

A good example of printing on demand in combination with offset is Multiprint Helsinki's involvement in Viking Line's Cruise Program. A large, full colour edition of the outside cover with information on Tax Free products was printed in advance. Multiprint daily imprints the inside cover with up-to-date information on the on-board activities programme. The information is supplied each morning and is made available to passengers in the afternoon.

Multiprint also carries out a lot of work for the financial markets and for various supermarkets. For the latter, Multiprint not only prints the aforementioned order books, but also various marketing materials. Furthermore, Multiprint digitally prints books for a number of Finnish

publishers in relatively limited editions combining black-and-white and full-colour pages. And - remarkably - Multiprint also boasts a modest number of private publications. The company publishes books on law and legal issues in its Power of Law-series, for real estate agents, among others. The 'Multikustannus' or 'Multipublication' series features a series of books on business topics. Both ranges are aimed at specialised target groups.