

# “Eyes and ears” for Germany’s Prinovis

Prinovis Liverpool is Europe’s most advanced gravure printing facility.

It is part of a joint venture involving several other German-based facilities – and is owned by three companies headquartered in Germany: international media services provider arvato (owned by Bertelsmann) and the country’s largest publishing companies Gruner + Jahr and Axel Springer.

Over £130m has been invested so far in the 63,000 sq m Prinovis Liverpool facility, which produces The Sunday Times Magazine, Style and Culture supplements, OK! Magazine, Sky Movies, Shortlist and home shopping catalogues for major retailers including Sainsbury’s.

Citypress has been retained by the Prinovis group since Summer 2004, when it announced plans to build the Liverpool facility.

Our role is now two-fold: we are the “eyes and ears” on the ground in the UK for the Germany-based communications team and we support the UK management and sales director by raising profile in UK publishing circles.

From the outset, engagement with key decision makers, stakeholders including government agencies, national, regional and industry trade media and the local community has been vital to ensure positive profile.

Now that the facility is in full scale production, we are helping to raise awareness of Prinovis Liverpool’s specific capabilities and environmental credentials as it vies for contracts with the UK’s largest publishing groups and major retailers.



□ Profiling in print industry ‘bible’ PrintWeek



If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email [charles@citypress.co.uk](mailto:charles@citypress.co.uk)