



Universum Verlag decides to use the InterRed Editing System

28. June 2012, Siegen/Wiesbaden

Wiesbaden-based Universum Verlag has decided to place their trust in the InterRed editing system. This strategic decision means that the publishing company now have the basic technology to produce their printed works in a more professional and future-proof way.

More Print Objects – Different Variants – One Editing System

The Universum Verlag publishing company, founded in 1930, is the leading professional publishing company in the German-speaking world for prevention and rehabilitation in professional occupations. About 70 employees generate professional media in these subject areas. In the 1990s, the publishing company enlarged their classic printing programme to include software, E Learning and internet features. Over the last few years, E-Books, the iPhone, and the iPad have all begun to concern themselves with a large variety of subjects. The very first print object to utilise this new editing system was the publication "Arbeit und Gesundheit". This cross-sectoral, high-circulation, bi-monthly magazine covers health and safety issues at work, providing an extensive overview of everything surrounding this important topic. As well as its many practical hints, diverse design forms, established professional editorial staff and their network of experts, the magazine also carries sound product information, offering the reader a large range of useful information.

Every issue encloses several different target group specific variations which provide suitable content for the respective readers. All of these different variations of the same magazine are, from now on, provided centrally from the InterRed editing system.

"As a professional publishing company we sell neither paper nor bytes, but rather the content itself. The media-neutral data position and the flexibility of the capture and the subsequent issue of data in the most varied of media forms was decisive for our decision to invest in the InterRed system", says Frank-Ivo Lube, Managing Director of the Universum Verlag publishing company.





The Magazine "Arbeit und Gesundheit" (Work and Health) from the Universum Verlag publishing company

Company profile:

About InterRed

InterRed GmbH – We make IT work.

The InterRed GmbH, with its head office in Haiger (Hesse) and its business location in Siegen (North Rhine-Westphalia), develops and distributes software solutions on the basis of the latest information technology. InterRed is one of the technologically leading suppliers in the sectors content management, knowledge retrieval, personalization of websites, catalogue production, live reporting for analysing website usage and process-optimizing print solutions.

The InterRed product family with the content management system InterRed, the KM solution ContentAgents, the live reporting software RhoLive and the editorial system InterRed Print provides added value for all applications and all industrial sectors. Strong strategic partnerships in the fields community and media asset management result in the InterRed-family being a comprehensive solution.

You can find further information at www.InterRed.de

Contact person for queries and interviews:

InterRed GmbH
Andreas Nentwig
Head of Marketing
Eiserfelder Straße 316
57080 Siegen

Fon: +49 (0)271 / 303 77 - 0
Fax: +49 (0)271 / 303 77 - 77
E-Mail: info@interred.de

