

## SOMMER CORPORATE MEDIA GMBH

From garage printer to high-tech print-service provider

Peter Sommer started his printing business in 1982 in his garage, and twenty years later his company, Sommer Corporate Media, is a leader in its region providing a complete range of digital solutions for new media, print and direct marketing.

Sommer Corporate Media is the corporate umbrella for four media companies in Waiblingen, near Stuttgart in southwest Germany. One company, Sommer Digital Solutions GmbH, specialises in digital printing with two HP Indigo press 3000, HP Indigo press w3200 and **one new TOWER Plus** for Casing in his Photo Books.

Sophisticated products need sophisticated support material and Technology

“For our blue-chip customers, such as Daimler-Chrysler or Porsche, who build highly exclusive cars, it is absolutely essential that the printed built material that accompanies these cars is just as perfect and sophisticated. For our clients, the advantages of digital production are clear: cost savings with the individual product and savings in fixed costs. Two further important aspects are the reduction or total elimination of storage costs and the possibility of using special colours. Many of our clients have corporate colours which have to be created using a 5th colour – and they have to match exactly. Although Sommer Corporate Media consists of four companies – Sommer Media Solutions, Sommer Print Solutions, Sommer Digital Solutions and Sommer Direct Solutions – digital printing plays a very large part in the total picture. “Digital print is a very important factor in our company. Today, we derive more than 25% of our total turnover from digital printing,” Peter Sommer emphasises.



**sommer**  
corporate media



## Sommer Corporate Media focus

Provider of complete digital solutions for new media, print and direct marketing in Waiblingen, near Stuttgart, Germany.

## Typical customers

Automotive industry, electronics, banking.

## Typical products

Direct mail, manuals, brochures, Photo Book

## Contact information

[www.sommer-corporate-media.de](http://www.sommer-corporate-media.de)

## TOWER Plus on demand Casing in machine

[www.tecnografnet.com](http://www.tecnografnet.com)

