



Press statement – for immediate release

WEILBURGER Graphics starts on-line coatings community

Gerhardshofen, December 5th 2008 – WEILBURGER Graphics GmbH, with its registered office in Gerhardshofen (Franconia), is one of the first coatings manufacturers worldwide to recognise the signs of the times and start what is presumably the first Web 2.0 on-line community dealing with coatings in the graphics industry.

"The way people communicate and exchange information and experiences has undergone major change in recent years. Customers and interested parties now require to be served and kept informed in a way that is different to three or four years ago. More and more, they are quitting the passive role which seemed to have been assigned to them permanently and playing an active role in product development and analysis. We don't want to miss out on exploiting this desire on the part of customers, interested parties, suppliers and retailers to work together with us consciously, not only on our product range but also on the company's marketing and sales targets", says Günter Korbacher, executive director of WEILBURGER Graphics GmbH, adding: "A company operating globally can no longer afford to neglect the wide-ranging opportunities which exist today thanks to the worldwide proliferation and public acceptance of the Internet, which is growing continuously. The best things about the active involvement of this sector in corporate communication are the uninterrupted availability of the medium and the direct flow of information between all the communication partners. We shall be able to shift large areas of our support and customer relationship management to this medium and even initiate the development of new products by evaluating customers' wishes. Our customers will get the chance to exchange experiences and knowledge within the expert community and also be able to avail themselves of the platform to offer services of their own within that community. After a start-up phase, even for retailers, suppliers and journalists, the community is sure to represent an ideal analysis instrument with which market tendencies and requirements can be rendered visible at a very early stage."



The involvement of the on-line community and the general re-launch of WEILBURGER Graphics' website, which has just been accomplished, have proceeded hand in hand. Here too, the company has invested in a modern Internet presence, extending its former website to form a complex portal system intended, in future, to take care of almost all the functions of WEILBURGER Graphics' customer and document management. "We cannot halt this development. Anyone today who still views the Internet as a threat to the printing sector is going to be on the losing side from the very beginning. We're investing here in the intelligent integration of this medium in our communications management and we shall try to do justice to our traditional role as trendsetters for the benefit of everyone in the sector", says Günter Korbacher in conclusion.

The company's new Internet portal can be accessed via the domain www.weilburger-graphics.de, which has been up and running for several years and is currently on line in German and English. Other languages available will soon include Polish and Spanish, and Chinese will follow at the beginning of 2009.

The on-line community is currently in its beta test phase and can be accessed directly via the portal. It goes without saying that registration is free.

The company invites all users, customers, scientists, journalists, suppliers, students and other interested parties to become active members of this community and thus help bring it to life.

For further information go to www.weilburger-graphics.de



GREBE GROUP
Innovative Coatings

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Caption: The WEILBURGER Graphics GmbH logo

PrintCity | Alliance Member

Caption: PrintCity | Alliance Member



Caption: WEILBURGER Graphics GmbH – now with a new look on the Internet too



Caption: Günter Korbacher – executive director of WEILBURGER Graphics GmbH



About WEILBURGER Graphics

WEILBURGER Graphics GmbH is one of the leaders in the field of print finishing for packaging, labels and job printing.

The company mainly produces for sheet-fed offset, heat-set web offset and off-line coating, and for the screen printing, flexo, gravure, narrow web and digital print sectors. Its tailor-made products are available for the market segments involving packaging, labels and job printing. It also offers seminars and consultancy services.

WEILBURGER Graphics is one of eleven subsidiaries of the GREBE Group, a medium-sized manufacturer of industrial coatings.

www.weilburger-graphics.de