DEVELOP

DEVELOP Partner Programme

Production Printing Certification

In recent years, profound changes have taken place in the graphics industry, challenging everyone who works there to adapt their strategies and ways of working.

One of the consequences has been that the number of printing businesses is declining and total print volume is decreasing. Well-informed printing companies know that they need to grow their print business, increase profit margins and generate new revenues.

The increase in short-run and personalised documents has cleared the way for new technologies. In this changing landscape manufacturers have an increasingly important role to play in coaching and supporting their Partners in these areas.

What does this mean to our Partners and their customers?

The Production Printing Certification is designed to support our Partners in finding Production Printing opportunities within their existing customer base and among potential new customers. Partners will then be able to help customers identify opportunities to save money, increase profits and add new services to improve their productivity.

From high-speed ineo Production Printing systems via flexible multifunctional ineo systems of different speeds to efficient laser printers and small but swift all-in-one devices, our innovative hardware products deliver colour and/or black and white output of outstanding quality.

Powerful software applications and intelligent service tools turn our comprehensive product selection into customised and integrated communication solutions.

Certification requirements

To ensure our Partners offer their customers successful, high service standards, we require a range of training courses to be completed and a number of business processes to be in place.

- Trained Production Printing sales staff
- Demo unit available to demonstrate capabilities

(Please complete with your requirements)

Commercial training

Training is an integral part of the Develop Production Printing Certification. To ensure that our Partners' sales staffs have an in-depth understanding of the subject matter we offer a number of courses to increase their skills' level. In order to obtain the Certification at least XX sales people per Partner have to be fully trained as detailed below.

(Please complete with your individual content)

Technical support/training

Implementing a Production Printing solution at a customer site requires very detailed technical understanding. Recognition of individual requirements and limitations at a customer's site or in their technology is vital for the success of any Production Printing solution.

To ensure this quality we require a technical (pre/post) analyst to undergo the following training courses:

(Please complete with your individual content)

Color Care

Color Care is a tool to be used by technical support staff to ensure that the end customer gets the optimal quality out of his colour Production Printing system. This tool is mandatory for the ineo+ 1100 to ensure that the output meets the expected printing standards.

(Please complete with your individual content)

Marketing support

Promoting your activity can make all the difference when working with your customers. Develop offer a range of marketing tools to support you, ranging from online marketing support, event support, special leaflets to brochures.

(Please complete with your individual content)

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