

Coperon and InBetween sign cooperation agreement

New regional partner brings state-of-the-art database publishing to customers in the Middle East and North Africa

Stuttgart/Beirut, 25. April 2017 – Coperon Technologies, provider of catalog content management software and services, headquartered in Lebanon and InBetween, Germany-based leading database publishing expert, have signed a new agreement with the intention of expanding the cooperation to joint sales and marketing activities with a focus on the Middle East and North African region.

While Coperon and InBetween have already been working together on a technical level based on mutual customer situations, the new agreement intends to further strengthen the commercial aspect of the cooperation. Coperon will, as of now, act as regional representative for InBetween in a large number of Arabic countries.

Founded in 2000 with the goal of providing manufacturers with highly advanced software tools to manage and communicate rich data about their products to a wide range of catalog users, Coperon has built up a strong reputation supporting many well-known companies in the lighting, electrical and retail business in the Middle East region and beyond. With an R&D team based in Beirut-Lebanon, Coperon develops its European sales from Milano, Italy.

InBetween has been specializing in database publishing for over 20 years and offers the most diverse options for the semi- and fully automated generation of online and print documents such as catalogues, price lists, brochures, product flyers, flipping books and tablet publications, but also marketing and sales material in Microsoft Office formats such as Excel, Powerpoint and Word. At the same time, several web-based publishing tools enable and facilitate modern decentralized publishing processes.

“We are really happy about this opportunity to expand our cooperation”, says Alexander Dressler, CEO at InBetween. “While InBetween’s publishing solutions perfectly complement Coperon’s product suite for the benefit of customers, the cooperation will also help us expand to new high potential markets requiring local support as well as profound cultural and language skills.”

“The agreement gives us the possibility of offering a complete solution to our own customer base and prospects,” adds Jean Zovighian, managing director at Coperon. “InBetween provides a highly sophisticated solution for print automation which is a perfect match for our powerful e-business software.”

Coperon’s e-business solution, iPartner Product Suite, is an integrated software solution that covers the complete online catalog management process.

About Coperon Technologies

Coperon Technologies was founded in March 2000 in the UK with the conviction that manufacturers should be able to manage and communicate rich data about their products to a wide range of catalog users: distributors, suppliers, consumers, sales team and marketing managers. The company implements catalog software solutions and provides services to help manufacturers, distributors and retailers manage their online catalog content efficiently. Coperon is currently providing its software and services to leading companies in Europe, North America and the Middle East. For further information about Coperon please go to www.coperon.com

About InBetween

For over two decades, InBetween has been a synonym for high performance database and dynamic publishing. With each improved version, InBetween sets new standards in the automated production of catalogs, brochures, data sheets and any kind of marketing and sales publications. From ad-hoc and creative publications with a low degree of automation such as adverts or posters to the fully automated production of price lists, customer-specific catalogs and datasheets that are generated server-sided – InBetween can support any publication process in your organization. For further information about InBetween please go to www.inbetween.de.

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