

**eurogast**

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# **PIM AND AUTOMATED PUBLISHING IN RETAIL.**

**eurogast**

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Syndigo   
Data Unlocked. Potential Unleashed.™

 **InBetween**  
NEXT LEVEL PUBLISHING

# Welcome!



**ANDREAS FALBESONER**

*Head of Group IT, Eurogast*



**BEN RUND**

*VP Alliances EMEA, Syndigo*



**PETER FLORY**

*Director Sales, InBetween*

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# EUROGAST'S STRATEGY FOR SUCCESS





# About Eurogast



**11** Companies

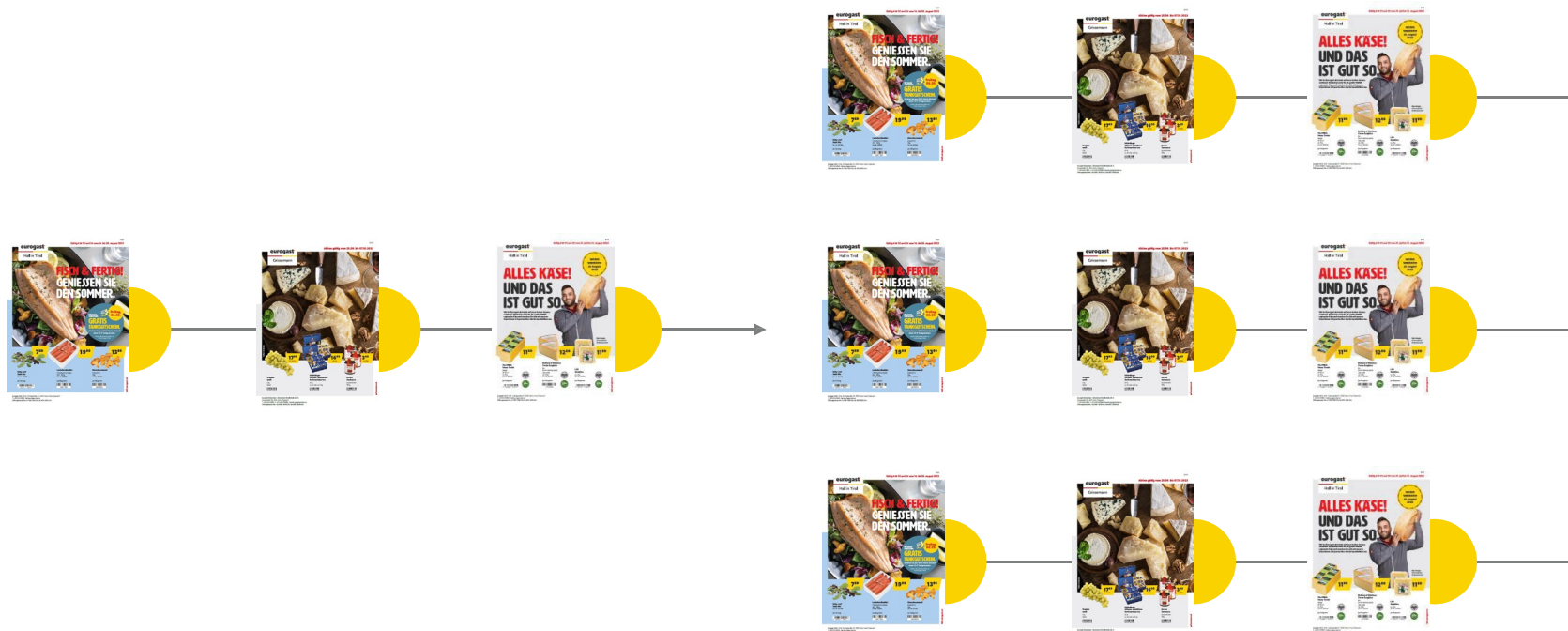
Independent private wholesalers, with a central service organization

**19** Locations

With highest density of grocery wholesalers in Austria and South Tyrol

**2,000** Employees

# The Situation



## Bi-weekly leaflets

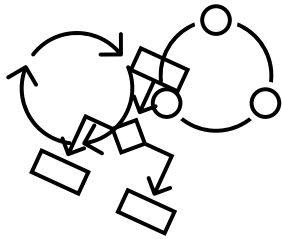
regular promotions with seasonal focus

## 14 regional variants, 40.000 products and local product ranges

extension with local products and suppliers  
enhanced with customer focused retailer  
information

**25**  
**LEAFLETS**  
**×**  
**14**  
**VARIANTS**  
**=**  
**350**  
**LEAFLETS PER YEAR**

# Our Challenges



## Many Data Sources

- Which one is reliable?
- High management effort
- Error-prone



## Manual Processes

- Limited in variants
- Limited in customization
- Inconsistent brand image
- Error-prone



## External Agencies

- High external costs
- Significant internal effort
- Error-prone



## Legal Aspects

- Accuracy
- Consistency
- Correct labels, e.g. recycling

# Why Syndigo and InBetween?

## One single data source meets automation

- Centralized and consistent
- Customizable
- Fast and up-to-date
- No copy-paste errors
- Matching the Corporate Identity
- Boost digitalization by a collaborative approach



## Single Source

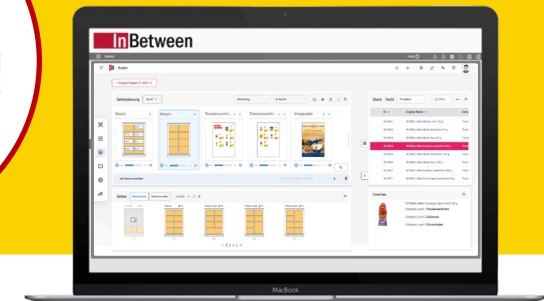


Syndigo

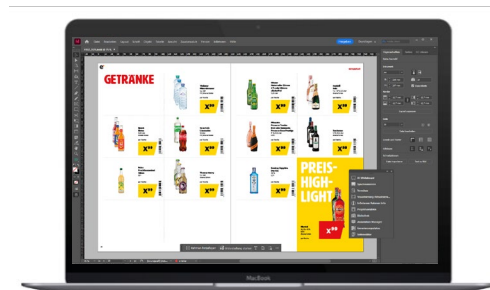
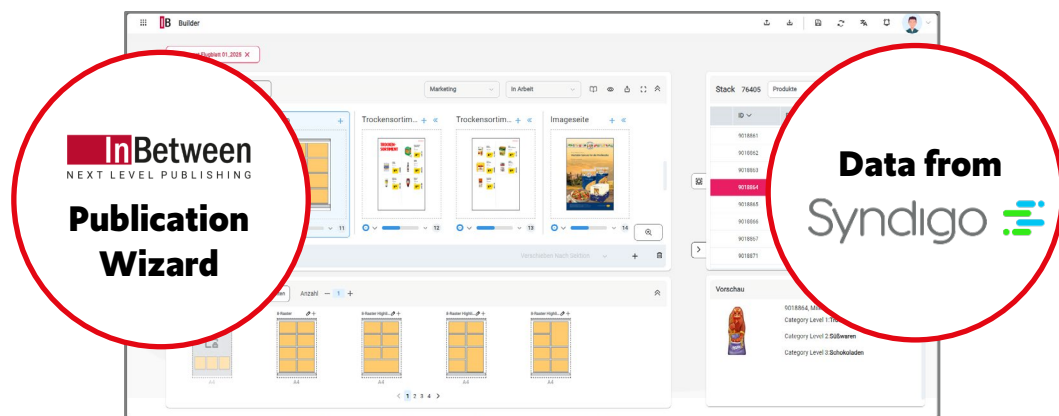
Real-time  
Connection

InBetween  
NEXT LEVEL PUBLISHING

## Automation



# The Process Today



1

## PLANNING

### Category Management

Creates master leaflet based on pre-defined layout

2

## BUILDING

### Regional Teams

Use master leaflet and create variants, adjusted for their regions

3

## FINISHING

### External Agencies

Adjust small details like image sizes with InDesign Plugin. Data refresh from Syndigo before printing.

✓

## RESULT

100% accurate



# From Publication to Product Variants

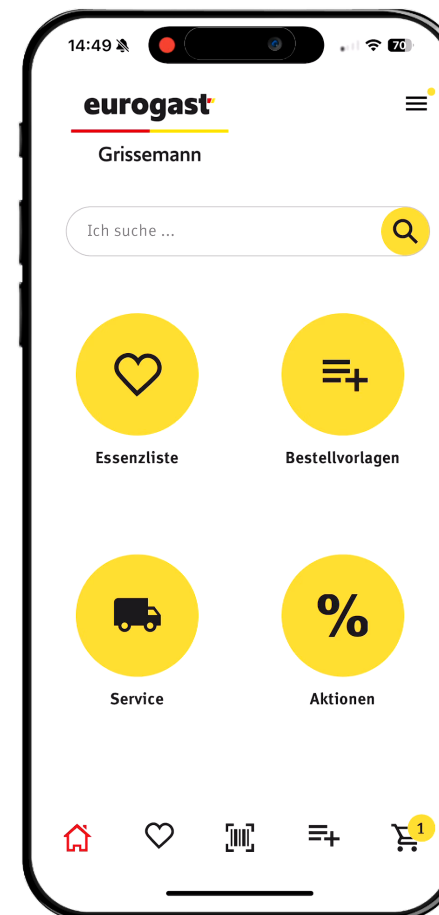


## Milka Schokolade Tafeln

85 - 100 g  
diverse Sorten

per Stück

**X<sup>99</sup>**



\* Eurogast Flugblatt 01\_2025 ✕

Seitenplanung

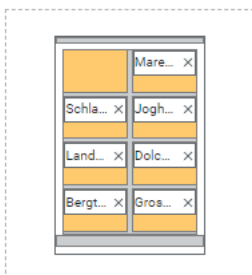
de-AT ▼

Marketing ▼

In Arbeit ▼

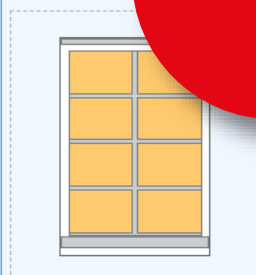
    

Mopro +



10

Mopro



11

LAYOUT

Trockensortim... + &lt;&lt;

Trockensortim... + &lt;&lt;

Imageseite + &lt;&lt;



14

☐ alle Seiten auswählen

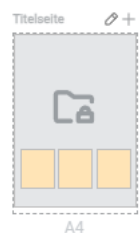
Verschieben Nach Sektion ▼

Seiten

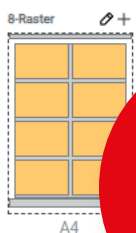
Masterseiten

Statische Seiten

Anzahl — 1



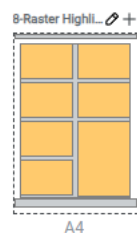
A4



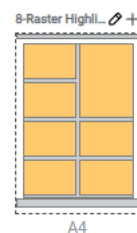
A4

MASTER  
PAGES

&lt; 1 2 3 4 &gt;



A4



A4

Stack 76405

Produkte ▼

Q Milka

...

ID ▼	Dis	Categ
9018861		Trocke
9018863		Trocke
9018864		Trocke
9018865	9018865, Milka Nikolo Alpenmilch 180 g	Trocke
9018866	9018866, Milka Nikolo Nuss 180 g	Trocke
9018867	9018867, Milka Krampus Alpenmilch 180 g	Trocke
9018871	9018871, Milka Feine Kugeln Alpenmilch 90 g	Trocke

DATA  
(PIM)

Vorschau



9018864, Milka Krampus Alpenmilch 90 g

Category Level 1:Trockensortiment

Category Level 2:Süßwaren

Category Level 3:Schokoladen

sinnesberger.at

**WIR  
EMPFEHLEN**

**Eurodiskont  
Champignons  
geschnitten**

3/1  
2500 g  
Art. Nr. 1643614

per Dose

**X<sup>99</sup>**

**Eurogast  
Pizzasauce**

5/1  
4200 g  
Art. Nr. 490647

per Dose

**X<sup>99</sup>**

**Eurogast  
Schnittbohnen**

5/1  
4,1 kg  
Art. Nr. 603716

per Dose

**X<sup>99</sup>**

**Eurogast  
Haselnusscreme**

112 x 15 g  
Portionen  
1,09 kg  
Art. Nr. 281229

per Karton

**X<sup>99</sup>**

**Eurogast  
Karamellgebäck**

200 x 5,6 g  
1,12 kg  
Art. Nr. 364240

per Karton

**X<sup>99</sup>**

**Eurogast  
Orangen-Sirup**

1 = 6 = 7 verdünntbar  
5 l  
Art. Nr. 480487

per Kanne

**X<sup>99</sup>**

**Eurogast  
Küchenrolle**

3 lagig, Zellstoff, 51 Blatt  
4 Rolle  
Art. Nr. 341183

per Packung

**X<sup>99</sup>**





# Real Life Benefits

## MORE

**Efficiency / Productivity**  
**Production speed**  
**Customization**  
**Compliance**

## BETTER

**Collaboration**  
**Quality**  
**Customer Experience**  
**Processes**

**80%** reduction of  
**external costs**

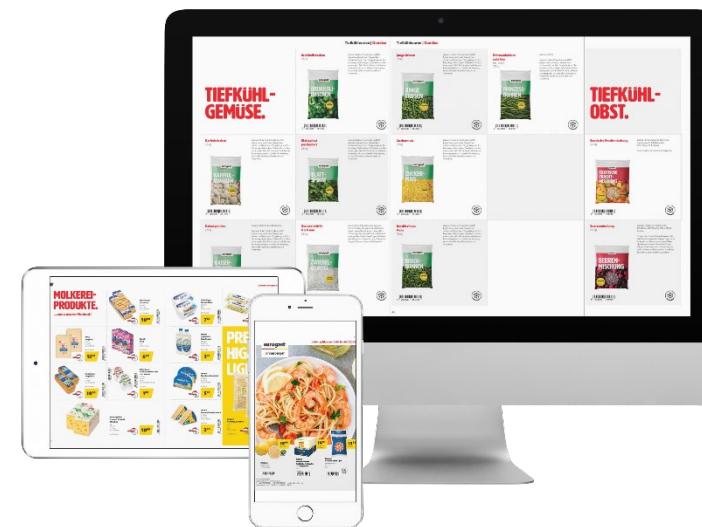
# Next Steps



**LEAFLETS**



**CATALOGUES**



**SALES MATERIAL**

# When Automation and Collaboration fits you

## **BUSINESS FOCUS**

**Focus on business  
rather than layouts**

## **SEMANTICS IN PRINT**

**inject meaning to  
product order and grouping**

## **TRANSPARENCY**

**Make print publishing transparent rather  
than a media design effort**

## **GOVERNANCE**

**Keep control over  
all aspects of print publishing**

# Takeaways



## TAKE YOUR TIME

- Understand processes
- Step by step
- Avoid mistakes



## LAY THE FOUNDATION

- Data structure
- Asset Management
- Capable system (e.g. PIM)



## ENSURE THE PROCESS

- Responsibilities
- Data Management
- Monitoring
- Workflows



# Q&A



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# THANK YOU!



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