

WoodWing partners with Editpress for online and print content production

October 8, 2019, Amsterdam: Editpress Luxembourg, the publisher of Tageblatt and co-owner of Le Quotidien and L'Essentiel, three daily newspapers in Luxembourg, has partnered with WoodWing for its print and digital content production. The partnership is in collaboration with solution partner a&f.

Editpress was seeking a simpler, faster, and more efficient print production solution, in tandem with massively expanding its digital output. It will use WoodWing Enterprise to create and publish content online and in print, across four titles, and WoodWing Elvis, a DAM (Digital Asset Management) solution, to store and manage assets across different titles.

This will mean a simpler setup for its publishing system, with the ability to create channel-neutral content in a centralized place, and for different titles to access and reuse content from one place. Furthermore, the system enables smoother collaboration with external contributors, since assets such as photos can be uploaded via a link, and a browser-based editor ensures remote workers can submit content easily.

“Print is still important for many publishers globally, and Editpress is no exception. But the future is digital, and we needed a solution that would provide value and efficiency gains across both channels,” said Jean-Lou Siweck, CEO, Editpress Luxembourg. “We are excited to work with WoodWing, which is used by some of the world’s leading publishers, and the collaboration with a&f will help us get up and running quickly, thanks to their extensive experience with newspapers worldwide.”

“Publishers that invest in their systems and technology have an opportunity to grow and thrive, even while the industry as a whole still faces challenges,” said Maarten Reinders, CCO, WoodWing. “We are delighted to partner with Editpress, and add another publisher to our client base, following the recent addition of Gyldendal.”

About WoodWing

WoodWing Software helps brands, publishers, and agencies create, manage, and publish content across teams and publish across channels. We build solutions for large teams to efficiently work together on creative processes, within systems that are easy to manage. Customers include Hearst, Forbes, Axel Springer, Coca Cola, and Yamaha.

To find out more, visit woodwing.com, or [contact us](#).