

Case Study



New business segment established with the Kern 1600. Tronn Direktmarketing GmbH processes all its customers' mail.

Overview

Customer

Tronn Direktmarketing GmbH,
Germering



Sector

Document solutions

Country

Germany

Implementing period

Spring 2021

Product / solution

Kern 1600

Technical advantages

- Fast processing time
- Stability
- Good support
- Intuitive user interface
- Automated settings
- Simplified system access

Company description

Tronn is a service provider for the implementation of customer communication in print and digital. The company organises, produces and controls every type of direct communication with the clients' customers: whether daily mail, transactional documents, hybrid letters, classic print mailing, multi-stage dialogue campaigns or customer loyalty programs. The company offers printing and lettershop services, the development of interfaces to customers, ERP systems and web tools as well as outsourcing services for CRM. The company was founded in 1993 with the aim of bringing together the various specialised tasks of direct customer communication in such a way that a complete implementation of customer orders via all channels is feasible.

Situation / Challenges

The Munich-based company became aware of the inserting system at drupa 2016: "We were impressed by how versatile and user-friendly the Kern 1600 is," Eichhorn recalls. The goal was to reposition and develop further with inserting. "We wanted to open up a completely new field of business," says Klaus Eichhorn. Looking back, this plan worked out very well. Together with the customers, appropriate interfaces were created and the portfolio expanded. "We can offer a closed-loop system".

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Every year, around four million envelopes in various sizes run through the Kern 1600, including classic mailing campaigns and many complex and demanding jobs.

Tronn has created a platform to which the documents are uploaded. After that, the rest of the process takes its automated course. The data protection requirements are very high for all orders. In this area particularly, Kern provides an optimal solution with the input reading and the already mentioned possibility of output tracking. "The system definitely meets our high expectations," says Klaus Eichhorn.

From installation to instruction, everything went smoothly: "You really have the feeling Kern cares about its customers," Klaus Eichhorn sums up and emphasises the fast response time of the service.

Solution

Tronn reflects with great satisfaction on the strategic decision to expand its portfolio a good two and a half years ago with an inserting system from Kern: "With the Kern 1600, we have created a solution where we can offer our customers the possibility of covering their entire daily communication needs," says Managing Director Klaus Eichhorn. A Kern 686 will soon be added as a back-up system.

Advantages of this option

Tronn's customers very much appreciate the "one-stop shop" principle and even have their entire daily mail run through the Munich-based service provider. Klaus Eichhorn considers his company to be very well positioned with the Kern 1600, "we attach great importance to the security features," emphasises the managing director. For example, tracking at the exit is very important for Tronn GmbH and its customers, who come from the insurance and banking sectors, among others.
