

FLYERLINE SCHWEIZ AG CONTINUES TO INVEST IN HP INDIGO TECHNOLOGY

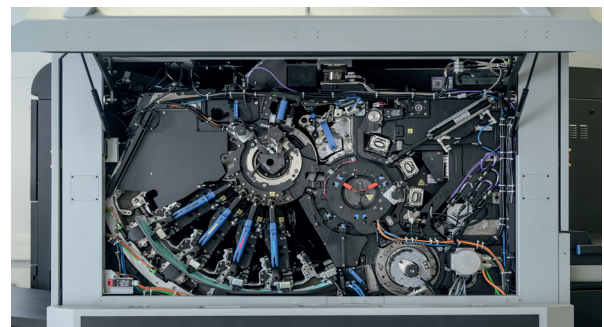


Steffen Tomasi proudly presents both HP Indigos 100K
Photos: Ulrike Sommer

Flyerline Schweiz AG, based in Altnau in the canton of Thurgau, has established itself as a leading online print shop with that certain “extra” since it was founded in 2002. Its standard range comprises more than 400 standard products with millions of configuration options. It also offers a comprehensive range of services including individual consulting, product development, graphic design, process-optimised print procurement and services from the entire area of supply chain management.

On course for growth again after buyback

Following the interim sale of Flyerline Schweiz AG by company founder Steffen Tomasi, he has been the sole owner again since summer 2023. Under his leadership, several investments in the mid-millions have already been made recently to initiate the next growth cycle in the company's successful history. Key aspects of this strategy are the complete conversion of print production to digital printing and the continuous increase in automation in all areas. From ordering and production to the delivery of goods to the customer.



The centrepiece of the machine

Achieving strategic goals with HP technology

As early as 2021, conventional commercial production was supplemented by a first-generation HP Indigo 100K (B2 format). This was followed in April 2024 by the investment in a second HP Indigo 100K to completely replace in-house offset printing. For Steffen Tomasi, the realisable offset quality, the high flexibility of the substrates and the possibility of commercially replacing offset printing were decisive criteria and support the company owner's strategy.



The 2nd HP Indigo has been in operation since May 2024

Upgrade to 120K

Both HP Indigo 100K presses will be upgraded to the HP Indigo 120K presented at DRUPA towards the end of the year. In addition to hardware components, these upgrades also include software functions that provide even more technical support for the printer and increase productivity through AI-based early detection.

With these investments, Flyerline Schweiz AG is placing a clear focus on innovation and efficiency in order to further consolidate and expand its position as an innovative and leading online print shop in Switzerland.



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