

# Printing and Media

How we help the Printing and Media Industry

Despite obvious growth in the popularity of online media, printing is still a huge industry in the UK. Almost **10,000 companies** employ more than **80,000 people** to generate around **£9 billion** every year, putting it on par with the country's textiles sector.

It's not as easy as it used to be to achieve success in this area, however. Companies are faced with a number of unique pressures and challenges that, when combined, can make it difficult to operate efficiently.



#### Digital replacements

The advent and rapid rise of the internet as a convenient alternative to printed books, magazines and other literature has hit the industry hard. Comparatively, printed words are slower to produce and more costly to distribute.



#### Intense competition

Being in gradual decline, the print media market has become saturated. Competition is intensifying and only the strongest, most productive players will excel. Those who don't focus on efficiency risk failure.



#### Fluctuating demand

Product demand in the print sector is tied more closely to the wider economy than in other industries. Companies must be ready to adapt to a constantly changing market.



#### Environmental concerns

The pressure on print companies to operate sustainably and keep environmental impacts minimal is growing. Production must be in line with government and consumer expectations.

LYNQ's range of ERP-enhancing software has been developed to help manufacturers in the printing and media sector overcome these challenges and more. Our unique solutions can boost productivity and enhance your business's operations in a number of ways:

- Build accurate forecasts quickly with the help of powerful forecasting algorithms and online collaboration tools.
- Optimise production plans by harnessing the powers of automatic and drag-drop scheduling, making it possible to shorten lead times and deliver to customers quickly and cost-efficiently.
- Keep a closer eye on product quality with real-time measurements delivered directly from the factory floor.
- Highlight performance trends with access to comprehensive data on machine and employee activity.

Businesses across the world are already relying on our solutions to boost productivity and maximise revenue.

Get in touch today to find out more about our software, and how it can help your business be more productive and more profitable. Email [sales@thinklynq.co.uk](mailto:sales@thinklynq.co.uk).