

## **Infopress Group becomes the main supplier of Keesing Media Group**

KEESING is part of the Telegraaf Media Group and is one of the most important entertainment publishing companies in Europe. With a print-run of over 90 millions puzzle magazines on an annual basis, Keesing has lots of fans in the Netherlands, Belgium, France, Denmark and Sweden.

Starting with **March 2012**, INFOPRESS GROUP will print most of the publications of Keesing Media Group, the brand names Denksport, Sport Cérébral, Tankesport, 10 voor taal, for all the countries. This contract is one of the most important achievements of the last years from the Romanian printing industry.

Infopress Group has been printing part of the Keesing puzzle publications for over 7 years. Due to its experienced and qualified team and its reliable equipments, in 2012 IPG takes over a 4 times bigger production. The agreement has a 5 years validity and it consists of producing crossword puzzles, word search games, Sudoku and cryptograms.

In order to efficiently satisfy its client needs, Infopress will especially invest in 2012 in a new printing technology. Jan Haveman, the Production Coordinator of Keesing Media Group, said that the good performance of Infopress in the last 7 years, with a high level of quality and reliability of delivery, was the main reason to extend the cooperation so seriously.

Infopress Group objective in the years to have come is to expand its services throughout Europe. After the acquisition of the REVAI NYOMDA Hungarian printing house in October 2011 and the signing of the contract with KEESING MEDIA GROUP, the exports of Infopress will increase up to 50 % in 2012.

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