

NewFormat AB

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Twixl Solution Partner
Nordic and Baltic Region

January 20, 2014

Pressrelease

**First creative agency in Sweden!
Stendahls switches to Twixl Publisher
for content publishing on tablets.**



Launches app for Volvo Car Corporation - "My Volvo Magazine for iPad/iOS & Android".

Stendahls communication agency switches to Twixl Publisher - launches apps for the Volvo Group. Previously Stendahls developed apps with Adobe DPS, but switched to Twixl Publisher in 2013.

When switching from one solution to another there is always the question of whether the transition will go smoothly. In the case of Twixl Publisher says Thomaz Gustafsson, CIO at Stendahl, that they not only saved money on the licensing and download costs but also throughout the creation process which was something they had not expected, and adds:

"The software is just so easy to use, proofing is such an improvement compared to Adobe DPS and our biggest gain was in the area of deployment resulting from lower costs for the distribution of apps with the Twixl platform compared to our previous environment."

My Volvo Magazine for iPad app is available as a free app on the iTunes App Store and Google Play Store in different countries. The first edition created with Twixl Publisher was the winter edition 2013/2014; <https://itunes.apple.com/gb/app/my-volvo-magazine-uk/id515220490?mt=8>

For the Volvo Group has Stendals also produced the "The Volvo Group Today and tomorrow" app with Twixl Publisher; <https://itunes.apple.com/app/volvo-group-presentation/id662883674?mt=8>

Stendahls, based in Göteborg, Sweden, is a creative agency and leader in integrated brand communication with clients such as Gardena, Volvo Car, Husqvarna, Sandvik, Mazda, Ford and Kinnarps. For publishing of own apps in collaboration with Stendahls, please contact: Thomaz Gustafsson, +46 (0)31-60 02 97, thomaz.gustafsson@stendahls.se , www.stendahls.se

NewFormat is appointed Twixl Solution Partner Nordic and Baltic Region.

We deliver solutions and services for prepress, graphics industry and tablet publishing.

For more information and ordering of Twixl Publisher, please contact:

NewFormat AB, Kent Åberg, +46 (0)70-631 53 01, kent.berg@newformat.se , www.newformat.se

Pressrelease – Long version

**First large agency in Sweden to switch to Twixl Publisher:
Stendahls switches to Twixl Publisher for content publishing on tablets.
Launches app for Volvo Car Corporation - "My Volvo Magazine for iPad/iOS & Android".**

Each season Volvo Car Corporation releases a new edition of its customer magazine My Volvo Magazine in about 25 countries and in 60 different editions. The magazine presents new Volvo models, special editions of car models, new technological innovations, seasonal offers, complemented with readable travel articles. My Volvo Magazine is a customer magazine that via integrated offerings and inspiring stories strengthen the customer relationship with Volvo. To also offer its car magazine on tablets is a natural strategic choice for Volvo.

Production of publishing applications, "apps", are normally handled by creative agencies offering specialist competence on project management, design and layout work, and content creation. It is typically a project where the client regularly order new editions with new content in the same format and thus generates recurring revenue for the agency. A relationship where the agency takes full responsibility, from production to distribution of the app, on behalf of the customer. Thanks to the agency mastering the business model for app-publishing the agency can act as a trusted partner and advisor to the client, which in turn can take best advantage of this evolving customer communication channel.

Stendahls communications agency switches Twixl Publisher - launches apps for the Volvo Group. Previously Stendahls developed apps with Adobe DPS, but switched to Twixl Publisher in August 2013. According to Thomaz Gustafsson, CIO at Stendahl, inspired the decision to move to Twixl Publisher, first of Twixl's advantageous pricing model. After further evaluation Stendahls was also very pleased with the flexibility and scalability of the Twixl platform.

Another big advantage for Stendahls is Twixl media's go-to-market model which fits Stendahls' way to engage with their customers. Twixl media itself is entirely focused on developing the Twixl platform and to market, sell, and provide services and support through a network of dedicated local partners. Thus, Twixl do not compete with Stendahls own end-users, they can safely continue to work with its trusted agency.

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Kent Åberg, Managing Director of NewFormat AB and Twixl Solution Partner in the Nordic and Baltic Region, says: "We are very pleased that Stendahls is the first large agency in Sweden choosing Twixl Publisher as its strategic platform for large-scale publication of apps. With Twixl Publisher, Stendahls can now offer their end-customers both public App Store apps (Apple App Store, Google Play Store and Amazon Appstore) and enterprise (in-house) apps."

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