



Business Profile

Express A/S is a Copenhagen-based company providing comprehensive physical and digital communication services, including transactional printing, direct mail, digital post, and hybrid mail solutions. Founded more than 30 years ago, Express A/S helps organizations manage and deliver high-volume, high-precision communications securely and efficiently.

Industry

Print Service Bureau

Locations

Copenhagen, Denmark

Business Solution

- Data Stream Conversion
- Document Re-engineering
- Output Management
- Workflow Automation

Solimar Products

- SOLfusion™
- Rubika®
- Solimar® Print Director™ Enterprise
 - SPDE Queue Manager
- Solimar® Indexing Tools

Benefits

- Enterprise solution allows PDF, PostScript®, and AFP print jobs to be intelligently routed for printing across various platforms
- Reduced manual processing and handling errors and saved 1-hr per shift daily through workflow automation
- Added real-time visibility into production, ensuring every job is tracked and controlled
- Achieved 100% ROI on their investment with one client project

“Solimar has proven its reliability as our job distribution tool. Now we’re considering how it can become our full workflow tool—combining control, automation, and scalability.”

BO ANDERSEN
CEO - Express A/S

Express A/S—Optimizing Complex Communication Workflows with Solimar Systems

Meeting the Challenge of Complex Files

Nestled just outside Copenhagen, Express A/S has spent more than three decades helping companies communicate with their customers through physical and digital channels. Led by CEO Bo Andersen, the team combines craftsmanship with technology to deliver secure, sustainable, and value-driven communications.

Their business is built on trust. Clients rely on Express A/S for precision and compliance, whether that means personalized customer letters, complex transactional mail, or tightly regulated communications. As digital transformation accelerated across Europe, Express recognized the need to unify and control its growing mix of data streams and output devices.



For Express A/S, Solimar has become far more than a production tool. It’s a bridge between craftsmanship and automation, serving as a foundation to enable their team to meet the growing complexity of modern communications.



The Challenge: Managing and Distributing Complex Print Files

Back in 2017, Express A/S faced a familiar challenge: multiple devices, multiple formats, and a growing need for consistency and visibility. They needed a system that could manage and distribute files for printing across various platforms, something intuitive enough for operators, yet powerful enough for enterprise workflows.

“We needed a tool to manage, control, and distribute files for printing across various systems. We chose Solimar SPDE because it’s user-friendly and features an intuitive drag-and-drop interface,” says Niels-Martin Aller, Technical Project Manager.

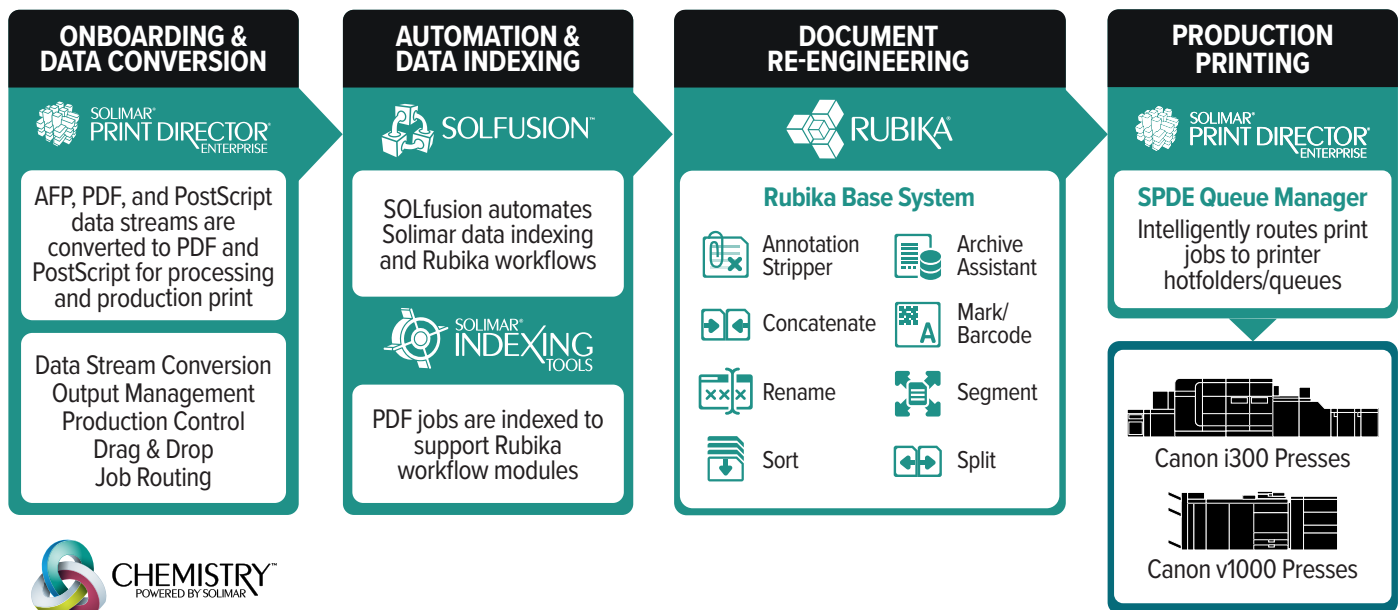
At the time, their production fleet included Xerox® iGen® 4 presses and a DocuPrint®, later replaced by a Nuvera®. By 2022, the shop had transitioned to Canon® i300 and Canon® v1000 presses, modernizing their color production while maintaining tight operational control through the Solimar Print Director Enterprise (SPDE) and Queue Manager. But there was still more work to do.

The Solution: SPDE and Rubika

Today, over half of Express A/S’ total production runs through Solimar. The platform has become their operational nerve center, handling PDF, PostScript, and AFP print jobs, and routing them intelligently to printer hotfolders based on Solimar queue assignments.

When a key Danish client important to Express A/S presented a complex challenge—AFP files that required conversion, sorting, splitting, and secure mailing—Express A/S turned again to Solimar. The team implemented AFPDS conversion to PDF, Rubika, and SOLfusion to automate and error-proof the process.

“With SPDE, we convert AFP to PDF print files and identify individual letters within both AFP and existing PDF print files. Rubika lets us split them, sort them, and apply OMR marks for secure enveloping,” explains Aller.



The Results: Automation That Delivers Confidence and Control

The Express A/S investment in Solimar solutions paid for itself immediately. The Danish client project covered the full cost while providing Express with a new level of workflow reliability.

The benefits extended beyond financial ROI:

- **Time Savings:** Automation eliminated roughly 1 hour of manual work each shift per day.
- **Error Reduction:** Manual splitting errors were virtually eliminated, reducing the risk of double-stuffed envelopes or missing letters.
- **Process Transparency:** Solimar’s interface added real-time visibility into production, ensuring every job is tracked and controlled.

An Ongoing Partnership Built on Trust

Express A/S describes their relationship with Solimar as “very positive—both in sales and technical support.” The company appreciates the responsiveness of the Solimar team and the growing capabilities of the Solimar University Online (SUO) training platform. That said, Express A/S also shares valuable insights from a production-floor perspective:

“We like the case-based videos that show how to work with specific tasks. More hands-on, tutor-led training would help us go deeper. And we love the AI assistant, Diego, built into the Solimar and SUO websites—we like asking how to create a specific workflow or apply a certain function.”

Key Takeaways from Express A/S

50%

OF TOTAL
PRODUCTION RUNS
THROUGH SOLIMAR

1-HR

SAVED PER SHIFT
DAILY THROUGH
AUTOMATION

100%

REDUCTION IN
MANUAL FILE-
SPLITTING ERRORS

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STRONG ROI
THROUGH
NEW BUSINESS
OPPORTUNITIES

FULL ROI ACHIEVED

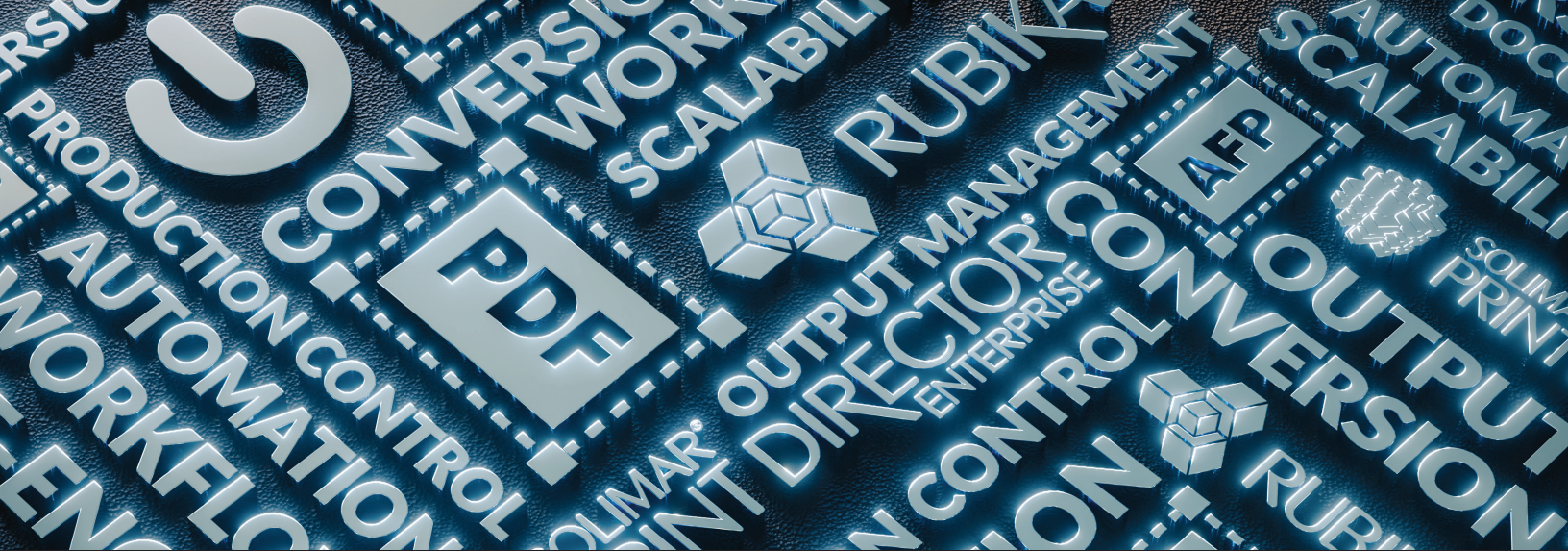
ACHIEVED 100% ROI ON THEIR INVESTMENT IN
SOLIMAR WORKFLOW SOLUTIONS WITH A SINGLE CLIENT PROJECT

Looking Forward: Expanding Workflow Intelligence

As Express A/S continues evolving its production environment, the team is evaluating whether Solimar can replace other solutions to become their primary workflow automation platform. Their decision will depend on expanding internal training and exploring Solimar’s full capabilities in workflow design and automation. “Solimar has proven its reliability as our job distribution tool,” says CEO Bo Andersen. “Now we’re considering how it can become our full workflow tool—combining control, automation, and scalability.”

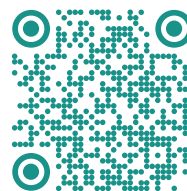
For Express A/S, Solimar Systems has become far more than a production tool. It’s a bridge between craftsmanship and automation, serving as a foundation that enables their team to meet the growing complexity of modern communication with confidence.

What began as a search for smarter file management has evolved into a trusted partnership that empowers Express A/S to deliver faster, more accurate, and more secure output for every client they serve. In a market where reliability defines reputation, Solimar gives Express A/S the control and flexibility to keep every promise they make, today and in the future. As their journey continues, one thing is clear: with Solimar as their workflow backbone, Express A/S is not just adapting to change; they’re leading it, one perfectly produced job at a time.



Additional Solimar Success Stories

For more examples of how Solimar helps organizations lower IT costs, modernize print capabilities, maximize technology investments, and gain control of their printing environment, please scan the QR code or visit www.solimarsystems.com/case-studies/.



Join Solimar's Cloud-Based Learning Platform

The Solimar University Online (SUO) learning platform provides clients and partners with targeted access to educational content for personal and professional development at times that fit their schedules. This platform provides unique and relevant content to clients and partners based on a user's profile and preferences. SUO enables online users to access robust learning content such as industry videos, presentations, reference documents, updated SolimarShorts, audio podcasts, and assessment materials. The self-paced SUO learning platform includes industry education, Solimar product and solution training modules and more. Register today at suo.solimarsystems.com/suo-registration/.



Chat With Diego - Solimar's AI Bot

Visit www.solimarsystems.com and chat with Diego - Solimar's AI Bot. Diego speaks hundreds of languages and is there to answer your questions about Solimar Systems' production print and digital delivery workflow software, and guides you to resources, latest news and blog articles, product videos, and customer success stories.



Solimar Systems, Inc.
tel: +1.619.849.2800
contactus@solimarsystems.com
www.solimarsystems.com

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