

“Now we have acquired i-News from i-Seven, and this offers a much cheaper and quicker electronic solution”

Brian M. Nielsen - Public Relations Officer - Icopal



“With i-News we can produce newsletters in record-breaking time”



“For many years now, Icopal has distributed personnel newsletters. There are 5-6 editions per year in as many as 7 languages.

They have always been an attractive product, but have also been costly. Furthermore, with a one-month production time they have not proven suitable for the distribution of news. Now we have acquired i-News from i-Seven, and this offers a much cheaper and quicker electronic solution. We can produce newsletters in little time and with far more flexibility, and not only for our staff, but also for our customers.”

That is what Brian M. Nielsen - PRO for the Icopal group - has to say about i-News. Icopal has its headquarters in Herlev and is a world-leading manufacturer of

roofing materials, roofing membranes and other roofing products. Icopal has some 3100 employees across 72 different divisions in 20 countries, amongst these 27 factories.

Brian M. Nielsen has in many years been responsible for the time-consuming and costly production of the personnel newsletter. He had the idea for the electronic editing system - now known as i-News - that i-Seven developed for Icopal.

“Yes, we have looked at each other and asked ourselves: Why didn't we have this idea earlier? i-News is simply an unbelievable improvement to what we had. Previously we had one personnel newsletter with a fixed distribution cycle and an extensive production time. Now the process is far more dynamic. We can produce newsletters whenever necessary, and these for many different audiences. Furthermore, we can do this in a flexible manner that is not determined by the calendar appointments of printing houses and graphic artists, but rather by ourselves and the material content that we want to communicate.”

Two weeks from concept to usable product

While Brian M. Nielsen is disappointed that he did not consider the i-News approach much earlier, he could hardly have realized how quickly a usable solution would be available:

“We already had a few i-Seven staff working with us, and just by chance I asked them if they could find an impressive way of producing electronic newsletters. After only one week they returned with a plan, and a week after that a working i-News product! They were quick to grasp the idea and even quicker to create a usable product, and we were very impressed – especially because it worked from the start!”

Brian M. Nielsen adds:

“This solution that i-Seven has developed for us is one that can be used by all companies that dis-

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tributes newsletters to their staff and customers. The solution is easy to use, can be decentrally managed, and as mentioned earlier, provides a serious reduction in production costs. At Icopal we already paid for the investment with the first newsletter that was distributed.”



This is how i-News works

- Each article or piece of text in i-News is defined as a unique numbered element. These can be associated with photographs. When the text and photographs are ready for use, a layout is then selected from a list of available options. This defines the positioning of photographs, their size, titles etc. The text is saved with the details until the newsletter is distributed. The editor selects relevant texts for a specific newsletter or for multiple versions of the newsletter. This is formatted without human intervention and results in an HTML-formatted e-mail that can be presented on the recipient's computer screen. Should the recipient's e-mail program not be able to render the newsletter, it can then be opened via the Internet. This is by following a link that is provided in the e-mail. The recipient can save and print the newsletter and even forward it to other recipients.

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