



Press Release of July 26th 2013

SESAAB goes live with Calligram Pagination from X-Media

SESAAB Group, one of the most important Italian regional publishing groups, continues its development and has chosen Calligram Pagination from X-Media.

The system now produces the pages of classified ads and obituaries sections of its publications :

- the daily newspaper “L’Eco di Bergamo”
- the 4 daily editions of “La Provincia” : Como, Lecco, Sondrio and Varese
- “Il Cittadino di Monza”,

as well as its 2 weekly classified supplement published every Saturday.

After an in depth consulting process, Calligram Pagination has been selected thanks to its proven flexibility and its unequalled speed. These qualities allow SESAAB Group to smoothly handle the major revamping of classified ad publications, and to cope with the challenges raised by its marketing department for this project.

The choice of Calligram Pagination is fully in line with the development strategy of the SESAAB Group who has recently renewed and reinforced its production organization thanks to the acquisition of new technology.

Calligram Pagination has gone live in production on Mai 2013.

About SESAAB Group

The SESAAB group publishes some of the most important daily newspapers of the north of Italy’s Lombardy region.

The group’s dailies include “L’Eco di Bergamo” and the four editions of “La Provincia”, (Como, Lecco, Sondrio and Varese) and its corresponding online edition, as well as a number of weekly publications and monthly magazines. The group’s media portfolio also includes two local TV stations (in Bergamo and Monza) and one of Europe’s largest printing plants that is used to print all of the group’s titles as well as those of other publishers in the region.

About X-Media

Since 1992, X-Media is a leading solution provider for the press industry and is now strong of 350 customers across 25 countries.

With its subsidiaries companies, X-Media offers a wide range of solutions dedicated to the media industry, which cover the following activities: advertising system, display ad production, automatic pagination, self-procurement portals, circulation, subscriptions, etc.

See also: www.x-media.fr

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