



# Knipp Case Study

## Grafit Verlag GmbH, Dortmund

The Grafit Verlag, a Dortmund based publisher company, was founded on May 19th, 1989. Since April 2010 it is led by Ulrike Rodi, who studied journalism, history of art and German philology. Grafit focuses on crime novels and by today holds a total edition of more than seven million books.

Grafit considers itself as a »pioneer and development aid worker« of the genre »German crime novels«, a genre which attracted nearly no attention from big publishers until the turn of the millennium. Over the years, the portfolio grew extensively: Starting from 2000 Grafit published first German editions of books from other European countries. In 2005 the first historical crime novels were published, and since 2010 the books are also published electronically as e-books.

## Requirements

Grafit was searching for a business partner who is able to provide flexible, quick and versatile solutions while addressing all its individual requirements. Additionally, the partner needed to be able to cover the full spectrum of external presentation options in top quality and with reasonable efforts.

## Customer benefit

Our long-standing experiences in digital printing as well as in Internet services are a perfect combination for Grafit's demands and allows for all-in-one solutions from a single source.

The layout concept of Grafit enables the publisher to receive a high recognition across the various media. Knipp, as the partner for the technical implementation of the external presentation, rely on the advantages of a centralized data storage. A sophisticated data concept empowers us to access Grafit data immediately, directly and efficiently. Based on this infrastructure we provide quite a number of services for Grafit.

For the creation of print products, Grafit relies on our great experience and on our long lasting expertise. We competently provide the prepress services for book covers and carry out the printing of the biannual program previews. In addition to that, we also support the publisher in the design of its exhibition stands, especially when it comes to providing exceptional decorations.

In order to ensure a holistic external presentation, a meaningful, appealing and most of all functioning web presentation is essential. So we developed a website that complied with all the individual wishes of our partner. Thanks to Knipp, Grafit was one of the first German publishers who owned an Internet presence.

Meanwhile, the website of Grafit Verlag is hosted in the Knipp data center as a high availability cluster which provides the necessary service levels for a web presence with e-commerce requirements. As a positive side effect of the sophisticated infrastructure we provide, the loading times of Grafit's web pages are very fast.

Plus, last but not least, in addition to all of the above we also manage the domain portfolio of Grafit in our Domain Registration System (DRS).