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IMPAORSA buys GMC PrintNet solution



GMC Software Technology, a leader in communication Impaorsa announces that the company has purchased the custom solution, GMC - PrintNet.

Impaorsa specializes in finding Advanced Solutions for the Graphic Arts sector company, with the Research, Development and Innovation drives the company, enabling them to offer their customers a wide range of products and services meet their needs.

He has over 25 years in the market, positioned as a leader in its sector, and comprises a team of highly qualified professionals that enables rapid, unique and customized service.

According says Carmen Soriano, Director General of Impaorsa: "We are a company continually evolving, and therefore we have we opted for the PrintNet solution as a leading solution in the world of the composition of variable data documents, which allows us to combine multiple channels of communication with the customer."

"There is a commitment from Impaorsa to manage all marketing campaigns or your customers, such as direct marketing campaigns, relational, promotional, billing, TransPromo ... among many other products and services, offering added value and differentiated in each of the processes".

Since GMC, as said its CEO Jaime Lopez-Heredia, "We are helping our clients to open new businesses and make the use of different communication channels (SMS, e-mail, social networks ...) and formats (PDF, HTML, Flash ...), the reduction in printing documents." GMC Software Technology

GMC-PrintNet Spain has become a standard document composition software and variable data. With over 50 clients in the last 4 years, PrintNet is a prerequisite for companies that want to invest in the latest technology and want to differentiate itself from its competitors tool.

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