



Press release



Loïc Lefebvre (DATA ONE France) and Fraser Church (DST UK)

DST UK & DATA ONE side by side at INTERQUEST 2015 The digital printing & multi-channel communication Forum

Paris, Monday June 1, 2015 – Organized every year since 2010, INTERQUEST assembles the key players from the Direct Marketing and Transactional Mail markets to discuss trends in print and digital communication.

DATA ONE has been a strong supporter of the INTERQUEST events from the beginning and has partnered with their founder Gilles Biscos, to unite suppliers, major account customers, solution finders and influencers in order to show the latest innovations and discuss the future prospects of a market in crisis.

The wish to discuss this year about international synergies leads DATA ONE to highlight their membership to the CPX Group (Color Printing eXchange), an international private professional association which brings together 10 pioneers and leading companies in the world. These companies are universally well-known in digital inkjet color printing solutions and automated cross-channel communications.

This is precisely what drove Loïc Lefebvre, Development Manager of Groupe Diffusion Plus and Fraser Church, Head of Marketing at DST UK, on last May 5 at Pavillon Dauphine, by exposing a co-development of “personalized video”. Their testimony, unique in the history of INTERQUEST, was particularly noticed. They would like to show how an innovation born in France (DATA ONE in partnership with OPPORTUNITY) could be launched successfully in a market like England thanks to international synergies with CPX Group.

The « Personalized Video » project started one year ago during CPX Group at Nappa Valley (California). The giant DST UK, based in UK, has naturally sought DATA ONE to present this major innovation to its own customers at the annual event « DST Engage » at London in October 2014. The success was resounding as DST customers confirmed a strong interest in this technology.

In February 2015, Loïc Lefebvre, was in London to show this innovation to forty major account customers of DST UK after having deployed production in a French telephone company. This success led to the development of numerous projects in England. « This is the power of synergies between members of CPX Group that enabled this success as we could not have done alone... That is what sets DATA ONE and GROUPE DIFFUSION PLUS apart! » says Loïc Lefebvre

Now, DATA ONE and DST UK, regularly organize joint workshops (in Paris and London) to try to acquaint their respective customers with this solution.

For 10 years DATA ONE has represented France with CPX Group, whose unique principle of no-geographic competition, allows members of the association to create important business synergies and set up a real joint development strategy and mutual benchmarks.

« This year, one of the main objectives of the forum was to discuss the French market from a worldwide perspective. The DATA ONE team provided tremendous support in meeting this challenge! In a difficult and relatively closed environment, this partnership between DATA ONE and DST (the world leader in Transactional Mail market which produces as many invoices/statements as the entire French market) is quite impressive and energizing in our activity sector! » concluded Gilles BISCOS, President of INTERQUEST Ltd.

About DATA ONE

Since 1999, DATA ONE (Subsidiary of Groupe Diffusion Plus) is distinguished by its choices in high technology. Dedicated structures for Transactional Mail or Direct Marketing volumes allow DATA ONE to be a major actor on the French market where expertise and knowledge are recognized and qualified (more than 1.2 billion pages in 2014). Organized around the concept ADF (Automated Document Factory), DATA ONE is provider of services with high added value on industrialization, dematerialization, traceability and color expertise of printed documents. Human and material investments made with DATA ONE a motor company in a market in full expansion with digital revolution.

About CPX Group

Created in 2005 by a Japanese industrial company, the CPX Group (Color Process eXperience eXchange) is an association of 10 companies throughout the world (Spain, USA, Finland, France, Italy, Israel, Japan, Morocco, United Kingdom and Thailand) all pioneers and leaders in high speed color inkjet digital printing and multi-channel communication. 30 billion pages are printed annually by the CPX Group with full color high speed inkjet digital technology on 300 digital color machines (Direct Marketing & Transactional Mail). This association organizes meetings twice a year that allow members to create important business synergies and develop a common development strategy. This international alliance may offer new solutions and raises the R&D in new technologies to answer needs of their customers.

Press correspondent : Mélanie Lepenant

+ 33 (0)6 88 29 79 98 / mlepenant@groupediffusionplus.fr