



Bauer Verlagsgruppe, located in Hamburg, Germany, is one of Europe's largest magazine publishers. In Germany, Bauer publishes more than 30 different consumer magazines with a total paid circulation of over 17 million copies. Every second German reads a magazine from Bauer Verlagsgruppe. In addition to the German market, Bauer publishes more than 80 magazines in 12 countries across 3 continents with over 6,000 employees.

Bauer Verlagsgruppe is the market leader in Germany in the field of TV guides with a market share of more than 50% and a circulation of roughly 10 million copies, in the field of women's weeklies with a market share of more than 40% and a circulation of approximately 4.5 million copies and in the field of teen magazines with a market share of 39% and a circulation of more than one million copies.

Heinrich Bauer Verlagsgruppe Hamburg, Germany

Easy Calibration, Precise Colors

When the editors and repro managers of Bauer's TV weekly *Auf einen Blick* needed new color-reliable monitors, they approached Mr. Wolfgang Rieckmann from Bauer's Publishing Support Center to select the best product on the market for them.

"I knew EIZO already from magazine articles and advertisements," says Mr. Rieckmann, "and when I started to test new monitors I quickly realized that the EIZO ColorEdge monitor had quite a few advantages compared to the other brands I was testing."

First of all, Mr. Rieckmann was impressed with the easy and precise hardware calibration of the EIZO ColorEdge LCD monitor. "There was, for example, no problem calibrating to precise color temperature and gamma values. While other brands offered only a limited choice of calibration, the calibration of the EIZO monitor could be easily done on the spot without the help of external specialists. Everything comes in one package. You have all your software already included. While other brands promise the same, it is only EIZO where you literally just push one button to calibrate the precise color values and it works right from the beginning."



Soon, other editorial offices of Bauer Verlagsgruppe realized the high quality EIZO ColorEdge monitors offer and began enquiring about them.

“The color accuracy of my EIZO CG21 is so precise that we are even able to skip one proof level,” says Mr. Helmut Schumann, Repro Manager of *Auf einen Blick*. “Consequently, we save a lot of time and money because of EIZO’s color reliability. What you see is what you get, and we don’t even need to use an expensive proof system. Our EIZO ColorEdge monitors have really made things easier for us, especially since we often work under a tight deadline. It is also amazing how quick and easy calibration was. We calibrated our screens more than 2 months ago and until now there hasn’t been the slightest change at all.”



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*Wolfgang Rieckmann, Manager Production,
Publishing Support Center, Heinrich Bauer Verlagsgruppe*



Less Stress—Better Work, Thanks to EIZO

Additionally, employees noticed that EIZO’s ColorEdge LCD monitors were even beneficial to their well-being. “After I had worked with the EIZO monitor for only a few days, I realized that my eyes didn’t feel as tired after work as they used to and that they didn’t water as quickly as before,” says Ms. Daniela Schmidt, Repro Manager *Auf einen Blick*.

Another point people mentioned was that even if the whole repro team was looking at the screen, each person from a different angle, everyone could still see the true colors. “Our experience with other LCDs showed that colors were fading out at the edge, turning more and more gray. With EIZO ColorEdge screens, we did not see anything like that happen,” states Mr. Helmut Schumann.

“It’s quite obvious that EIZO ColorEdge monitors improved our working process. The work environment is so much better now. Before we started using EIZO ColorEdge monitors, there were a lot of complaints, but not anymore. It’s much quieter now and thanks to EIZO, I don’t have to run around and fix things all the time,” says Mr. Rieckmann.

