

Press Release

theurer.com at Drupa 2024: Focus on Production Optimization

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theurer.com showcases innovative solutions for the printing and packaging industry at Drupa 2024

theurer.com, leading provider of ERP/MIS software for printing and packaging companies, will be exhibiting at Drupa in Düsseldorf this year. With its highly specialized software, C3, theurer.com supports the needs of the printing and packaging industry, delivering top-notch solutions, particularly for roll label manufacturers.

theurer.com C3 has established itself as the leading ERP/MIS software in the printing and packaging sector, enabling companies to efficiently control their processes and enhance productivity.

As highlights for Drupa 2024, theurer.com will showcase:

1. **Browser-based Scheduling Board:** In order to meet the requirements of an increasingly digitalized world, we at theurer.com are actively working on the transformation of our software. Our focus is on the smooth and steady transition from the C3 Desktop version to the browser-based C3 Mobile platform. This became feasible with version C3.2020. The implementation of the scheduling board in C3 Mobile is a further step in our ongoing efforts to make the printing and packaging industry fit for the future. By integrating the scheduling board into the C3 Mobile platform, we are not only focusing on state-of-the-art technologies, but also on the needs of our customers. Location-independent use, improved resource utilization and the future viability of our software are clear advantages from which our customers will benefit directly.
2. **Fully Automated Production Optimization with Artificial Intelligence:** The innovative AI functionality has been further developed and taken to a whole new level. This technology is unique in the industry. C3 AI has three key features that offer advantages over other systems:
 - a. Easy integration into C3 or an existing ERP / production planning system
 - b. Continuous optimization in the event of changes to orders
 - c. Multidimensional optimization of key factors

Artificial intelligence not only ensures personnel savings and increased material efficiency, resulting in lower costs and greater sustainability, but also identifies bottlenecks, minimizes delivery times and reduces set-up times - a real game changer for the printing industry.

For more information, visit ["AI Production Planning"](#).

theurer.com is excited to present these groundbreaking solutions at Drupa 2024 and cordially invites all attendees to visit the company's **booth 9D06 in hall 9** to learn more about the latest developments in the printing and packaging industry.

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Short Profile theurer.com

theurer.com C3 is the leading ERP/MIS business management software for print and packaging. C3 covers every process of your business – from estimating and sales to production planning all the way through to logistics and controlling. C3 offers preconfigured Business Templates as best practice solutions for specialized companies like manufactures of labels, flexible packaging or folding carton. With around 60 employees we support our customers with their daily business in C3. More than 200 enterprises with over 16,000 users in 30 countries organize their processes with C3 every day.