



## Press release

### **Zeitfracht Medien and CPI are strengthening print-on-demand capacities in Erfurt**

Erfurt, 11 March 2025 – Zeitfracht Medien and the printing service provider CPI are consistently pursuing their print-on-demand strategy and expanding their printing capacities at the Erfurt site through extensive technological investments. This development makes it possible to produce and deliver even more books at any time and at short notice.

Thanks to the latest high-speed printing technology, up to 40,000 books can be produced daily and delivered just-in-time to retailers. The newest printing presses are characterised by brilliant colours and high-quality workmanship, which significantly increases the quality of the books. In addition, the print-on-demand offering already includes over two million titles, with new ones being added daily. The expanded infrastructure makes it possible to efficiently produce both small and medium print runs, further increasing flexibility and variety for customers.

Sustainability and efficiency: the investments include a new inkjet web press, additional 4C sheetfed offset presses and an expanded binding line. These technologies contribute to more sustainable and economical intermediate trade by avoiding overproduction and shorter transport distances.

Thomas Raff, Managing Director of Zeitfracht Medien: “Our continuous expansion in the PoD area increases the diversity of our range and contributes to a greener future by reducing overproduction.”

Robert Höllein of CPI Books: “Our investment takes the print-on-demand business to a new level, with shorter delivery times and more flexibility for our customers.”

### **Press contact**

Heinz-Joachim Schöttes  
Head of Communications  
Zeitfracht Medien GmbH

[joachim.schoettes@zeitfracht.de](mailto:joachim.schoettes@zeitfracht.de)  
Tel.: +49 160 / 901 351 68