



# Who is Bording Link A/S?

Bording Link A/S is a graphic production company in Denmark. We are an effective supplier of graphic solutions with clients throughout Northern Europe.

Products range from online systems to print on demand and traditional print. We are in constant development - and we believe that development is a vital element in the way we service our customers to the best of our abilities.

Our main focus is on individual Direct Mail productions - containing unique customer informations, offers, accounts info and other focus points that makes genuine One-To-One communication.

The use of direct mail means you can target your marketing to a given group or segment. We offer database management, programming and web integration to any specific print technique. A direct mail campaign from Bording Link can consist of a mix of variable 4 colour print, variable mono print and traditional offset print. This enables us to put your direct mail campaign together into an intelligent, unique and effective communication solution in the most cost effective way.

Environmental-oriented control of all processes allows us to build in maximum consideration for the environment. We are certified for print production according to the Nordic Swan environmental management mark.

## **Specialities**

*Direct Mail Campaigns, Individual Communication, Printing, CrossMedia Campaign, Digital Printing, Template Production*

## **Facts**

**Website :** *www.bordinglink.dk*  
**Industry :** *Printing & Programming*  
**Company Size :** *65 employess*  
**Founded :** *1996*



## Our typical customers

Bording Link A/S is supplier to a wide range of customers – primarily located in Northern Europe. Because of our flexible and innovative production based on traditional offset printing equipment to high volume digital and in combination with our programming solutions, we are able to support and service clients within areas of:

### **Telecommunication, Banking, Broadcasting, Insurance, Consumerbrands, Distribution, Shipping, Webshops, Industrial, Financial Services, Non-Profit Organisations**

All business in need of personal communication, traditional print or effective workflows are potential customers at Bording Link A/S.

#### **Typical productions**

*Direct Mail Campaigns, Sheet production, Print on Demand, Instore Materiale, Exhibitional material, Lists, Selfmailers, Envelopes, Enveloping, Personal messages, Wrappers, Vouchers, Tickets, Lottery Systems, Banners, Folders, Brochure, Fulfillment, Posters, Labels, Fofi-Cards, Certificates, Businessforms, Contracts, SimCard production.*

#### **Typical Online products**

*Online Portals, Database processing, Workflow setup, Online shops, Lottery generation, Marketing Ressource Management, Custom Templates.*

#### **Cross Media Campaign**

*Unique Landingpages, Qr Codes, Targetmails, SmartMails, Variable Data Printing, Pop-up Mailers, E-mail Campaigns.*



# Our Production

Bording Link A/S has a flexible production, combining traditional offset with high volume digitalprint.

## **14 offset printing presses**

4 and 8 colors with uv-drying systemes

Formats : 11 4/6", 17", 24", 25"

Widest reel format : 52 cm.

Including facilities for numbering, gluing, punching and much more

## **8 digital printing machines**

Full color 4+4 print and B/W print - Inkjet and laser technology

## **Finishing Equipment**

8 Biomatic collators with countless inline possibilities

Biomatic Datamailer Collator, Harris Form Collator

Hunkeler system for integrated card production

Cutting, folding, punching, drilling, gluing, packaging and enveloping machines

## **Warehousing**

3500 sqm ready to act as your distribution center at our address in Vivild.

Warehousing at Bording Link reduces your costs associated with storage of materials . At the same time it gives you the opportunity to optimize own floor space without having to think in linear meters and storage racks . You gain an easy and effective way of distributing your publications between multiple locations also like borders.

## **Online Ordering**

Through our online ordering system , you will see your items and number of items. in stock. It is possible to search the items and multiple logins, and the system automatically saves your entered information going forward.

## **Logistics**

We pack and ship daily more

than 200 shipments to Scandinavia -

All stock orders placed before noon.

12:00 will be shipped the same day.



# A Part of F. E. Bording

The Bording Group delivers Marketing Communication Services and our clientele includes a long line of the largest companies in Scandinavia. We are specialized in three business areas within Marketing Communication Services.

## CONSULTANCY

Dialogue marketing and targeted marketing, strategy, planning, and implementation individualized communication.

## IT SOLUTIONS

Omnichannel and Marketing Automation enablers and data collectors

## CROSS MEDIA PRODUCTION

Online and offline production and logistics effectively and efficiently

## We aren't experts at everything

At the Bording Group we don't believe in experts of everything. That's why each of our subsidiaries has its own focus area and unique competencies that they have developed for years. Your company will therefore always experience the most capable companies and people, and experience the best service.

## But we are experts within our focus areas

The Bording Group's many companies provide the opportunity to offer our customers unique solutions. We have the ability to draw on different specific competencies and combine them in the exact way that makes the most sense for the individual customer. With this we can effectively help our customers develop their business.

11 companies cover everything

## Facts

<b>Website :</b>	<i>www.febording.dk</i>
<b>Industry :</b>	<i>Marketing Communication Services</i>
<b>Company Size :</b>	<i>420 employees</i>
<b>Founded :</b>	<i>1792</i>



# Contact Information

## Bording Link A/S

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## Certificates



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