



**Smart
Publishing**

Media Release

TMB Publishing implements WoodWing Enterprise to publish to Drupal web sites first

Detroit, MI / Cherry Hill, NJ —February 11, 2015 — The BtoB magazine publisher TMB Publishing has chosen WoodWing’s multi-channel publishing system Enterprise to distribute its content in print and online. Superior Media Solutions (SMS), one of WoodWing’s partners in the U.S., will integrate the system with TMB’s new Drupal-based Web sites.

TMB Publishing creates leading trade magazines for the plumbing, hydronic, heating and cooling industries. SMS provides technology solutions and integration services that enable media companies to seamlessly deliver their content through multiple channels.

SMS recommended WoodWing Enterprise based on TMB’s requirements to push content directly from a CMS to their Drupal web sites and to find a proven content management solution that allows them to effectively and efficiently plan, collaborate and distribute content to multiple news channels. TMB is also taking advantage of WoodWing’s Smart Mover solution to automatically collect RSS feeds into Content Station and re-work print images for use on the web.

“The greatest positive change we have experienced after implementing WoodWing Enterprise combined with SMS’ integrated solutions has been the reversal of our publishing workflow,” said Mark Bruno, TMB Publishing’s digital media manager. “It has quickly become the focal point for all the aspirations for what the merging of print and digital journalism should become for all print publishers.”

“At Superior Media Solutions, our team’s experience in BtoB publishing provides great insight to the challenges facing these publishers. We are happy to provide TMB Publishing with solutions that enable them to overcome these challenges,” Robert Brai, COO of SMS commented. “As media companies look to leverage their content for future products, using feature-rich and versatile technology platforms make the most sense. Our clients can focus on providing their audience the content they need and leave the technology to us.”

New version 9.5 of Enterprise continues to tear down barriers between print and online

The latest version 9.5 of WoodWing Enterprise simplifies the reuse of online content in print. It already supports Drupal version 8 (in beta) and enables users to optimize their texts and images to meet channel-specific requirements. Furthermore, Enterprise 9.5 offers significant performance improvements and enhanced support of remote contributors. More information about the new version is available at woodwing.com.

About TMB Publishing

As the publisher of leading trade magazines for the plumbing, hydronic, heating and cooling industries, TMB Publishing serves the specific informational needs of all the key players in the industry including design and specification professionals, warehousing and distribution decision makers; and the plumbing and hydronic contractors who put it all together. For more information visit www.TMBpublishing.com

About Superior Media Solutions

SMS provides access to leading technologies Publishers need to deliver their content to multiple channels. Our clients hire us for our publishing experience, affordability, web-based solutions and ease of implementation. Using our solutions, our clients reduce their costs and increase their revenue opportunities. For more information visit www.SuperiorMediaSolutions.net

About WoodWing Software

WoodWing Software develops and markets a premier, cost-efficient multi-channel publishing system, Enterprise, and the next-generation digital asset management system, Elvis DAM. WoodWing’s solutions are aimed at magazine and newspaper publishers, corporate publishers, agencies and marketing departments to reach their goals for quality, economy and time-to-market.

WoodWing’s publishing system Enterprise – including the editorial management application Content Station – coordinates and streamlines the process of creating, managing and publishing static, dynamic and interactive content for all media channels – print, Web, social, smartphones and tablets. Elvis DAM enables users to securely store and efficiently manage the increasing collection of rich-media files.

WoodWing Software, founded in the year 2000, has its headquarters in Zaandam, The Netherlands, and has regional sales offices in Europe, the Americas and Asia Pacific. Customers are served locally by over 80 selected partners in more than 100 countries.



Media Release

Smart
Publishing

WoodWing's long-standing relationship with Adobe as a Technology Partner and its close cooperation with a large number of other technology vendors worldwide, confirm WoodWing's position as one of the leading suppliers of publishing software. WoodWing is a privately owned company, with all founders actively engaged. Additional information regarding WoodWing's products and services can be found at www.woodwing.com.

Press contact WoodWing

Stefan Horst

PR Manager WoodWing Software

T: +49-151-12 72 63 62

E: sho@woodwing.com