

BALTIC BRAND CONFERENCE
APRIL 16TH 2015

THE DIGITAL REVOLUTION
IN THE PAPER INDUSTRY



EUROPES FIRST E-COMMERCE PLATTFORM FOR PAPER AND PRINT RELATED SERVICES

**DATE OF BIRTH
MAY 2012**



MAY 2011 HEADQUARTER OF THE WORLDS BIGGEST PAPER MERCHANT





THE METAPAPER IDEA

SELLING PAPER ONLINE
TO DESIGNERS, CORPORATES, PRINTERS
SIMPLE OFFERING
TRANSPARENT PRICING
ADDING SIMPLE PRINT SERVICES
ONE BRAND



THE ANSWER:



NO ONE BUYS PAPER ONLINE

ONLY PRINTERS BUY PAPER

THE MORE ARTICLES THE BETTER

DIFFERENT PRICING FOR EVERYONE

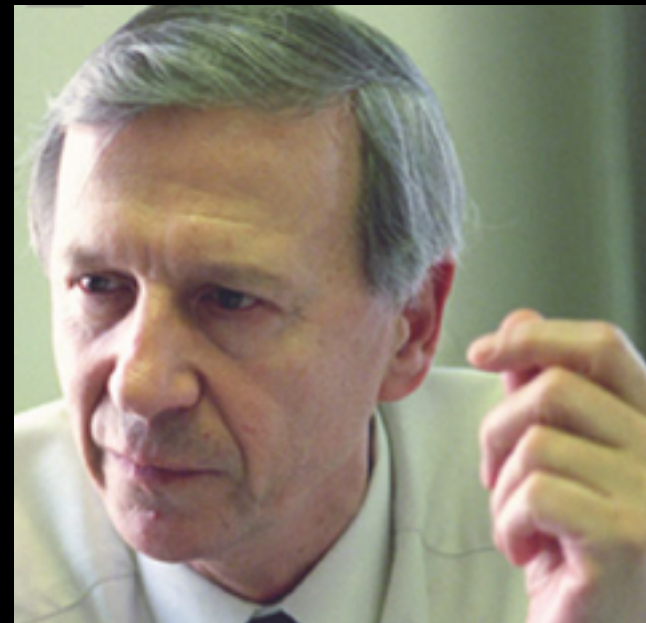
NO ADDITIONAL SERVICES NEEDED

MULTIPLE BRANDS ARE A MUST



THE ESTABLISHMENT BLUES

ANTHONY GIDDENS





CHALLENGES UP TO NOW

NEW CONCEPT FOR THE MARKET

NO HISTORY

LACK OF CONFIDENCE

OLD SCHOOL PRINTING HOUSES



SUCCESS FACTORS UP TO NOW

SIMPLE OFFERING

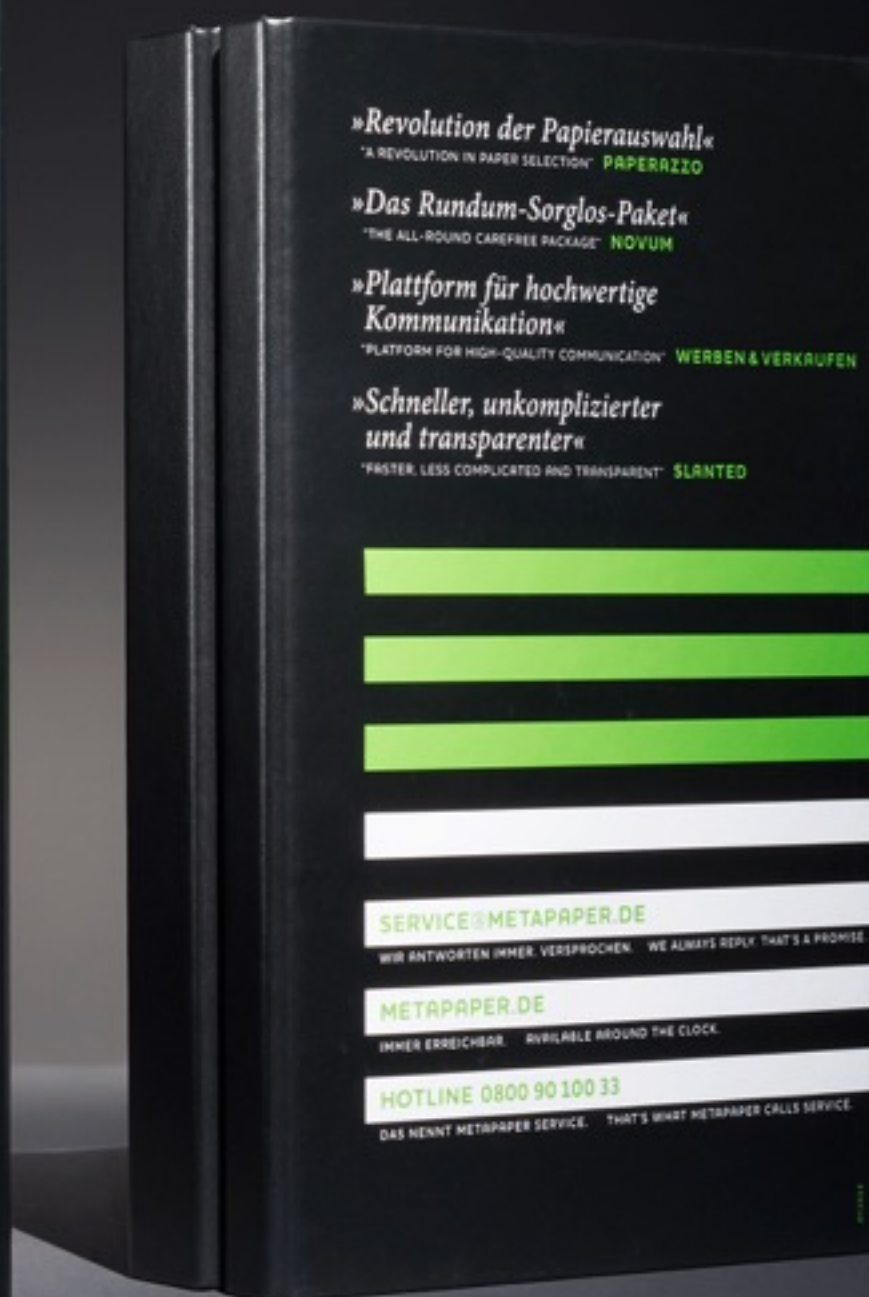
GOOD PRODUCT QUALITY

HYBRID SALES - NETWORKING

FOCUSED BRANDING

OPINION LEADER MARKETING

USER EXPERIENCE



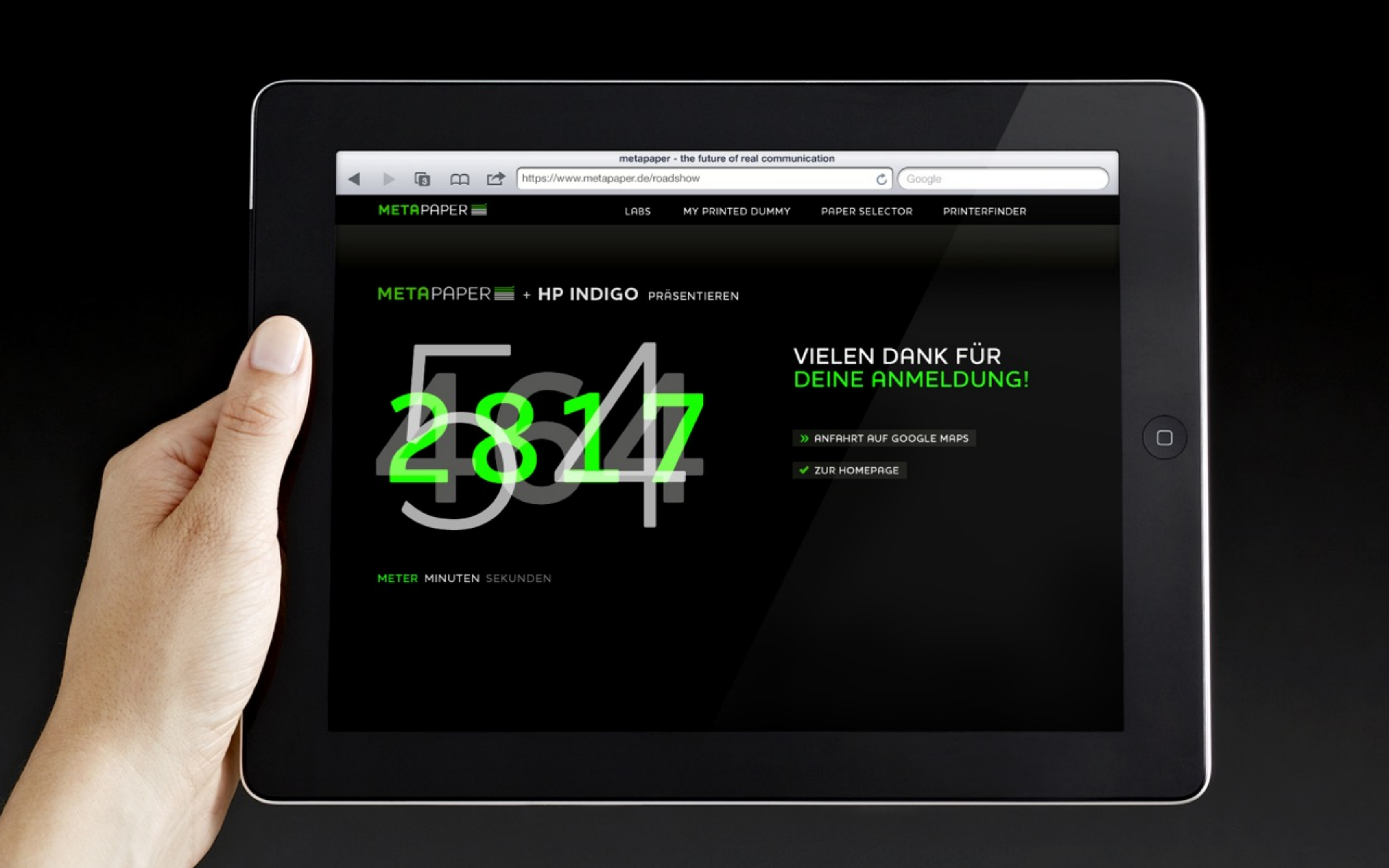


METAPAPER 

the future of real communication

VON DIR ZU UNS SIND ES NUR
METER ODER MINUTEN UND SEKUNDEN
SO SAGT ES JEDENFALLS GOOGLE

METER
MINUTEN
SEKUNDEN



metapaper - the future of real communication



https://www.metapaper.de/roadshow



Google

METAPAPER

LABS

MY PRINTED DUMMY

PAPER SELECTOR

PRINTERFINDER

METAPAPER + HP INDIGO PRÄSENTIEREN

28:17

VIELEN DANK FÜR
DEINE ANMELDUNG!

» ANFAHRT AUF GOOGLE MAPS

✓ ZUR HOMEPAGE

METER MINUTEN SEKUNDEN

SERVICES BY METAPAPER

48
HOURS
MY PRINTED
DUMMY

MY
IDENTITY
PAPER

PRINTER
FINDER

?
PAPER
RESEARCH

METAPAPER

the future of real communication



SERVICES BY METAPAPER

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PRINTER
FINDER

?
PAPER
RESEARCH



TYP0
CHARACTER
BERLIN
2015



AÁÀÃÄÅ

Chacun à sa façon

Graphic Design in Paris — Conference by Slanted & HfG Karlsruhe

07 May 2015 11 AM
HfG Karlsruhe
Lorenzstraße 15
Karlsruhe

HfG Karlsruhe Karlsruhe Frederic Teschner



FUTURE SUCCESS FACTORS

CONTENT COMMERCE

SOCIAL COMMERCE

B2B = B2C

NETWORKING - OPEN TIES

OPINION LEADER MARKETING

CLEAR POSITIONING



BY THE WAY...

02ND OF APRIL





THANKS