

State-of-the-art visual content production with GRIP

Linked2Brands and INDG establish a cooperation

Munich, August 2021: Linked2Brands, the production agency for brand owners and their labels, and INDG, a digital agency specializing in CGI at scale, headquartered in Amsterdam, have entered into a cooperation. Grip is a software product developed by INDG, which auto-generates visual content. Because it acts as a virtual production agency in the cloud, it perfectly enhances Linked2Brands's product and service portfolio.

Linked2Brands, ensuring the precise and consistent presentation of brands, and INDG have entered into a cooperation offering their clients an extended service for digital product experiences for their brand products. E-commerce content, lifestyle images or even small videos, essentially any visual asset can be generated with Grip.

With the help of Grip, brand owners can automate visual content production. Grip moves classic creation and production efforts into the cloud, where a software solution takes care of generating high-quality visuals, at scale, on-demand and based on data. Brand styles, as well as product look and feel are codified, which ensures an entirely consistent, always on-brand output, no matter who requests it.

“Linked2Brands is capable of supporting customers' brand identities along the entire value creation chain from design to print. As the preparation of visual content for all analogue and digital consumer touchpoints is just one of our key competencies, Grip is an additional brick enhancing our offer and ensuring brand sustainability and protection.”, explains Stefan Hilss, Managing Director at Linked2Brands.

www.grip.tools
www.indg.com



About Linked2Brands

The production agency for packaging development and design adaptation Linked2Brands, headquartered in Munich/Germany, is a 100-percent subsidiary of Janoschka AG. The company has its origins in the pre-press expert Janoschka and, hence, owns more than 25 years' experience in consistent brand presentation at all kind of customer touch point. Linked2Brands currently employs +100 people at its sites in Germany, Brazil, Russia, Turkey, India and Mexico and operates internationally via other branches of Janoschka.

www.linked.global

