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PaperlinX Group choose Accura MIS for North American Print Markets

Paper manufacturer & consumables company PaperlinX have been appointed distributors for the full range of Accura MIS products, including the new AccuraOnline e-commerce product for Canada and the USA.

After an extensive review of both local and overseas print MIS systems which culminated at PrintWorld 2008 in Toronto, PaperlinX felt the Accura system was right for the American market.

Head of North American Sales Operations, Jason Hamilton said “The potential for the Accura System is huge for us, we have seen substantial interest in the product already. As exclusive distributors we are excited to show the local market a new, highly sophisticated MIS that is less expensive & ideal for small to medium sized printers.”

This appointment is part of the global move by PaperlinX Group away from their traditional paper manufacturing and supply markets, towards offering equipment, consumables, and software service products.

Accura joins the portfolio of products offered by "UpLinX" - the new specialist PreMedia solutions division that includes fully trained product specialists and support professionals backing a regional sales force.

International Sales Director at Accura, Alan Potter said “We are very excited about the opportunity of working with PaperlinX, we have always been convinced that the North American & Canadian markets held great potential for Accura. With IPEX upon us the timing is perfect to maximise the opportunity and we feel confident that we can achieve some early results”.

Designed for Litho, Digital, Wide format, Label or Web printers, Accura MIS will seamlessly manage every aspect of a business from Estimating, Production, Job Costing, Stock Control, Proof Management, Invoicing, and E-commerce trading & much more. Closely integrated into business with a modular structure Accura MIS can be customised to suit the users needs. Accura’s Core Module will provide essential functionality, with a suite of additional modules available to cover all aspects of print administration.

Based near Toronto, Canada, PaperlinX Group encompasses the Spicers, Coast Paper, Spicers Paper & Kelly Paper brands with offices across Canada & the USA.

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