Mindworking has chosen PDFreactor

The Danish software company - Mindworking A/S - has successfully integrated PDFreactor into their marketing system. The new PDF engine enables accurate correspondence between the HTML editor in the system and the output PDF files, which has improved satisfaction among their most important clients.

About Mindworking

Since 2002 Mindworking has developed marketing software especially for the real estate industry. The company is based in Aarhus, Denmark, and has 40 employees.

Mindworking is represented throughout Scandinavia and the UK. In Denmark Mindworking is the preferred supplier of marketing software supporting 85% of the market.

The Mindworking platform includes a number of seamlessly integrated products such as websites, apps, instore TV and a production system for graphic material, The Marketing System, which is integrated with data providers, photographers, printers, media houses - and now PDFreactor.
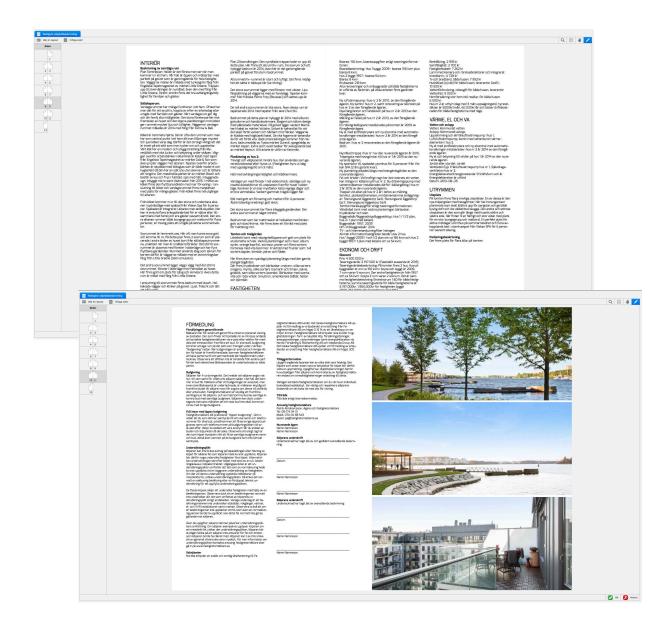
Mindworking Marketing System

The marketing system facilitates easy and rapid production and distribution of all sorts of graphic material. The system is coded in HTML5, and can be accessed via common web browsers.

The marketing solutions are set up individually for each client. The graphic material is made with layout templates, ensuring efficient work process as well as unique and coordinated branding across the organization.

PDFreactor solves the wysiwyg issue

Some Mindworking clients need to produce marketing material with magazine layouts, e.g. text columns. The specific request has challenged Mindworking, as the initial PDF engine did not support this and broke the *wysiwyg* experience - i.e. it resulted in inaccurate correspondence between the editor and the final PDF output, which has been an essential issue for Mindworking to solve.

Integrating PDFreactor made a significant difference, as it solved the *wysiwyg* issue, and now the Mindworking Marketing System supports all sorts of specific layouts.

The best engine in the market

Brian Mathorne, CTO at Mindworking A/S says:

"The implementation of PDFreactor into Mindworking's web based publishing platform went smoothly, using the C# API. The comprehensive documentation of the engine rapidly helped the developers to understand PDFreactor's possibilities in terms of features and integration. The PDF engines support for HTML5 regions, and JavaScript made a big difference coding the templates.

The JavaScript engine in PDFreactor is absolutely the best we have seen, based on our market research. Many of the other high-end PDF engines in the market did not support jQuery, AngularJS and chart libraries which PDFreactor fully does. HTML5 made it possible for us to make magazines with special "out of the box" layouts, requested by our clients.

With PDFreactor we are now able to support our clients' needs without any sacrifices. Our dialogue with RealObjects' support team has been very positive, and issues with the engine have been fixed.

PDFreactor appears to be a product that continues to be developed, leaving us with a good feeling that we have chosen the right product and software partner."

Conclusion

Mindworking A/S has developed marketing systems for the real estate industry since 2002, and now operates throughout Scandinavia and the UK. The recent penetration of new markets has resulted in new demands in terms of production of marketing material.

Mindworking has been challenged by the requests for flexible text columns. The initial PDF engine did not support for HTML5 regions, and Mindworking had to find an alternative solution.

Based on a market research Mindworking chose to go with RealObjects and PDFreactor which seems to be the right choice. Today PDFreactor is successfully implemented into the Mindworking Marketing System, and Mindworking is now happy to accommodate all sorts of layout requests from the real estate industry in different markets.