

# ROI

## GREATER RESPONSE FROM DONORS DUE TO PERSONALIZATION

### AMERICAN RED CROSS MIDLAND/GLADWIN CHAPTER

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#### The Opportunity

The American Red Cross Midland/Gladwin Chapter wanted to develop a Holiday direct mail appeal to its donor list of nearly 700 people. Recognizing that it would be going head-to-head with a myriad of other appeals and a flood of marketing literature during the busy holiday season, the Red Cross needed a cost-effective, but high-impact piece that would deliver exceptional results.

#### The Solution

McKay Press, a Consolidated Graphics company in Michigan, recommended utilizing variable data digital printing to develop an appeal that was personalized to each donor for maximum readership and response. Working within the chapter's limited budget, McKay created a direct mail piece that addressed each donor individually and expressed appreciation for their past support.

#### The Results

The Red Cross chapter sent the personalized appeals to more than 675 of its top donors. The 154 responses represented a success rate of nearly 23 percent, completely unprecedented in its past campaigns. "In addition to an exceptional return on a very modest investment, we were gratified by the comments we received from donors who appreciated the personalized approach and the quality of the appeal," said Jennifer Parks, Development Director.

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Direct mail response  
of 23 percent makes  
the season bright For  
the American Red Cross  
and the people it serves.

# 23%

AN  
UNPRECEDENTED  
RETURN

**35,000 SQ. FT.**  
**FULFILLMENT FACILITY**

**TURNAROUND**

**4 WK**

**START-UP**

#### **AVIVA USA**

##### **The Opportunity**

Faced with the closure of its primary printing and fulfillment facility, Aviva USA called on Consolidated Graphics to help turn a challenge into an opportunity. The financial services company, which serves almost a million customers through nearly 30,000 individual agents, wanted to outsource and consolidate its printing and fulfillment operations, formerly spread between its Des Moines, Iowa, headquarters and three other U.S. cities. Intent on streamlining processes and focusing on its core business, Aviva had less than six months to select a supplier and transition the operations of the Des Moines facility.

##### **The Solution**

Within four weeks of the contract award, Consolidated Graphics had leased, staffed and equipped a 35,000 square-foot fulfillment facility, complete with a customer service function. From a basic solution created to meet a tight deadline, the operation has grown steadily in size and sophistication. Print production totaling tens of millions of pieces each year has been transitioned from Aviva's in-house facilities and several outside suppliers to Consolidated Graphics. The new fulfillment center provides 24-hour turnaround on orders for nearly 4,500 different items. Powerful technologies, including a custom StoreFront site and an online library of Aviva's digital assets, have delivered a new level of efficiency, convenience and control.

##### **The Results**

Aviva USA's decision to outsource its printing and fulfillment operations with the assistance of Consolidated Graphics has allowed it to significantly cut its budget for these functions and focus more exclusively on core business activities.

# INCREASE EFFICIENCY

## CAREFIRST

### The Challenge

CareFirst BlueCross BlueShield, the largest health care insurer in the mid-Atlantic region, faced the daunting challenge of keeping more than three million members informed about a myriad of plans with frequently changing benefits. The company envisioned an automated, print-on-demand solution for producing member kits that would integrate with its existing ordering system. By replacing a manual process requiring a large inventory of loose sheets and an outside fulfillment facility, CareFirst sought to increase efficiency and reduce the waste associated with dated materials while improving the accuracy, quality and image of its marketing kits.

### The Solution

Coupling its powerful StoreFront technology and variable data digital printing capabilities, Consolidated Graphics created a highly customized and efficient process for online ordering and on-demand print production. The StoreFront solution integrated perfectly with CareFirst's business processes and ordering system for a transition that was seamless to customers. Customers continue to place orders on the CareFirst site, which links to StoreFront. Consolidated Graphics processes the orders, produces and distributes the kits on-demand – all within 72 hours or less. A workflow management database that tracks every step of the process provides CareFirst with real-time information on each order.

### The Value We Created

The solution enabled CareFirst to eliminate an entire warehouse, avoid the waste associated with obsolete materials and reduce its postage costs and call center volumes. In addition to helping improve Care First's competitive position, the solution has generated an enthusiastic response from insurance brokers and customers. For ease of use and a quality image, the company now issues high-quality, perfect bound books with full-color covers instead of less efficient, two-color pocket folders containing hand-collated inserts. "Consolidated Graphics' technology solutions have been our most powerful ally against a turbulent economy and relentless competitive pressures," said John Kastner, Vice President Corporate Marketing Communications for CareFirst.

72  
HOURS OR LESS

# JUST-IN-TIME PRINTING SOLUTION

## ESSELTE

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### Problem

Esselte, a supplier of office products such as file folders and index cards that are sold through office supply retailers, wanted a just-in-time printing solution that would enable them to virtually eliminate inventories, reduce waste due to obsolescence and achieve their “lean” manufacturing goals.

### Solution

The CGX team created an in-house digital printing solution that provides an efficient, fully automated workflow and utilizes the latest and best digital equipment to meet Esselte’s needs. CGX now owns and operates digital printing facilities in two Esselte plants.

### Results

With instant access to printed materials, Esselte can quickly fill orders of any size with minimal inventories. The results, which include increased speed-to-market and improved cash flow, have led Esselte to expand the solution to other facilities.

INCREASED SPEED TO

MARKET  
IMPROVED CASH FLOW

↑  
ACCURACY

2,400,000,000  
POTENTIAL VARIATIONS

## FORD/LATCHA + ASSOCIATES

### The Opportunity

At a time when auto manufacturers were challenged by one of the most difficult market environments in their history, Ford Motor Company made a number of astute moves that have paid off. One was their approach to marketing collateral. While others in the industry cut back on product brochures, Ford chose to reinvent them as targeted print materials that would drive sales by helping their dealers connect with customers. They needed a cost-effective way to put locally relevant marketing materials into the hands of 3,300 Ford, Lincoln and Mercury dealers across the U.S.

### The Solution

Working with Ford and its brochure partner, Latcha + Associates, Consolidated Graphics developed a “dual-print” brochure program tailored to Ford’s need for cost-effective customization. Pages with standard product information are printed in quantity using a traditional offset process. Variable data digital printing of covers, coupled with a fulfillment solution that works with Ford’s existing online store, enables dealers to customize their brochures. They can add their location and contact information, maps – even Quick Response codes that drive customers to micro-sites – to create locally relevant marketing collateral that helps sell cars.

### The Results

Ford’s 3,300 U.S. dealers have “print-on-demand” access to customized brochures for 24 different vehicle models. With the ability to order smaller quantities than with traditional printing methods, they will never run out of marketing material or incur the cost of inventories and obsolescence. Utilizing industry-leading digital printing and workflow management technologies, Consolidated Graphics handles the logistics of producing, packing and shipping tens of thousands of orders that have the potential for more than two billion variations. The result is on-time delivery and 100 percent accuracy.

100%

# FOSTERING RELATIONSHIPS THROUGH EXCEPTIONAL SERVICE

## JOHNSON & JOHNSON

Johnson & Johnson is more than an industry leader – it's a household word. Although the name is synonymous with quality baby products, Johnson & Johnson is much more. Through 200 operating companies across the globe, it is the world's most comprehensive and broadly based manufacturer of health care products as well as related services for the consumer, pharmaceutical and medical devices, and diagnostics markets.

So how did Consolidated Graphics become an approved vendor for a company of this size and stature? It started with sales representatives at two CGX companies, Piccari Press in Warminster, PA, and Lincoln Printing in Fort Wayne IN, who carefully cultivated relationships with individual J&J divisions and operating companies. It was teamwork between the two companies and the National Sales Team that closed the deal.

Johnson & Johnson had been a long-time customer of Piccari, which achieved "preferred vendor" status in the late 1990s. Starting with one division, Bob Hesse, Piccari VP of Sales, and members of his team, Richard Marion, Molly Anderson and Richard Diesinger, expanded the business. They now serve seven J&J divisions and are about to add an eighth.

Meanwhile, Terrie Kumfer at Lincoln had developed a great relationship with a J&J operating company in Warsaw, IN, by providing exceptional service. Her efforts won her referrals to other J&J divisions and an invitation to participate in a "preferred vendor" RFP issued in late 2005.

Terrie teamed up with Piccari and the National Sales Team where Russ Hewitt and Patsy Koepke helped CGX pull all of its resources together to present a unified response and solution. As a result of this joint effort, "preferred vendor" status with Johnson & Johnson has now been expanded from Piccari to Consolidated Graphics as a whole, increasing opportunities to leverage the Power of Scale and win new business.

Sales to J&J companies are being coordinated by Piccari, Lincoln and the National Sales Team, who are working together on a plan to penetrate other J&J divisions around the country and grow this business on a national level.

## LEVERAGING THE

# POWER OF SCALE

**\$338,000**  
**OF VALUE ADDED**

## LEGRAND NORTH AMERICA

### The Opportunity

Legrand North America (Legrand), part of a global corporation that sells products in 180 countries, consists of seven independent companies. Each had its own purchasing practices, vendor relationships, and methods for job tracking and reporting. As part of a corporate initiative to streamline the supply chain for greater value, Legrand saw an opportunity to leverage its multi-million dollar print spend with a single-source supplier. Following an in-depth selection process, the company chose Consolidated Graphics to serve the needs of all seven companies.

### The Solution

Consolidated Graphics combined sophisticated coast-to-coast printing and fulfillment capabilities with unmatched expertise to create value that goes beyond the volume discounts Legrand now enjoys. Streamlined processes include a custom StoreFront site for efficient, online ordering of corporate identity materials. Transitioning the production of technical literature to the CGX digital print-on-demand platform has reduced obsolescence and waste. And knowledgeable CGX sales consultants continue to add value with ideas for production methods that save money. One such idea – the redesign of a piece “endangered” by budget constraints – cut the unit cost by 50 percent and saved the project.

### The Results

Seven independent Legrand companies now work together under one master vendor relationship that produced first-year savings of \$338,000, or 22%. With documented standard operating procedures for purchasing plus integrated job tracking and reporting, Legrand benefits from better information and controls. Daily emails update project status while detailed monthly reports show orders and the associated costs across all seven companies. In addition to savings and convenience, the customized StoreFront site has created greater brand consistency in Legrand’s corporate identity materials.

**SAVINGS**

SAVINGS WITH REDESIGNED  
SHIPPING MATERIALS

## CASE STUDY

### ROCHE

#### The Opportunity

Roche, a trusted name in diabetes care, was developing a new marketing program for its MicroPump Insulin Delivery System. The purpose of the program was to deliver a complete demo kit to individuals who requested one via the company's website or phone. This multi-faceted program required letters, brochures, boxes and labels – along with the ability to kit, pack and ship the complete demo kit anywhere in the U.S.

#### The Solution

The Printery, a Consolidated Graphics company in Wisconsin, used its extensive in-house capabilities to handle all aspects of production and delivery, saving the time and cost associated with using third-party services. All materials were printed, die-cut, scored, folded, glued, assembled and shipped from one central location, and The Printery was able to fulfill kit requests within 24 hours.

#### The Results

With the help of The Printery, Roche was able to ship its kit to more than 4,000 consumers and 900 educators. "The Printery helped us give people a first-hand experience with a leading-edge product," says Kim Stebbings, Director of Marketing – MicroPump/Medingo. "That contributed directly to sales as well as to positive marketplace buzz." In addition, The Printery's redesign of the shipping box enabled the package to qualify for first-class postage rates, saving \$15,000 on postage. Roche's program earned it a coveted Gold Winner from The Aster Awards 2010 (Excellence in Medical Marketing), sponsored by Creative Images, Inc. and Marketing Healthcare Today.

**ALL MATERIALS:  
PRINTED, DIE-CUT, ASSEMBLED  
AND SHIPPED WITHIN**

**\$15,000**

**24 HRS**



1,000  
FORMER MEMBERS  
RENEWED MEMBERSHIP

5-FOLD INCREASE

#### NATIONAL ASSOCIATION FOR MUSIC EDUCATION (MENC)

##### The Opportunity

The National Association for Music Education – representing music teachers nationwide – had seen a drop-off in membership renewals. With as few as 2% of members renewing based on traditional renewal letters, the association needed to try something new and dramatic.

##### The Solution

GraphTec, a Consolidated Graphics company in Maryland, proposed a cross-media, multi-touch marketing campaign to grab members' attention, reinforce the message and deliver a compelling call to action over the course of multiple touches.

The campaign was comprised of three elements: A personalized email, an attention-getting, full-color, personalized postcard; and a personalized URL. The pURL connected to a registration page pre-populated with the member's data, making renewal fast and easy. The personalized postcard contained a number of variable elements including the member's name and the name of their state chapter of MENC.

##### The Results

The personalization, multiple touches and appealing use of color increased the response rate more than five-fold, to 11%, delivering 1,000 renewals. The successful cross-media, multi-touch marketing strategy has provided a template for the organization's future membership campaigns. "GraphTec succeeded beyond our wildest dreams," says Elizabeth Lasko, Assistant Executive Director, Center for Members & Constituency Relations. "They helped bring back members we were afraid we wouldn't see again."

Five-fold increase  
in member renewals  
is music to this  
association's ears.

# PERSONALIZED DIRECT MAIL ROI

## SONY ELECTRONICS

### The Opportunity

With data proving that recent purchasers of its products were inclined to buy another, Sony Electronics saw an opportunity to drive sales and build brand loyalty through direct mail. The company wanted to maximize results and increase the return on its investment in the campaign by using personalization to break through the clutter and speak to customers one at a time. The goal was to increase response by 20 percent as measured by the dollar value of repeat purchases within 90 days of the original sale.

### The Solution

The world leader in digital printing, Consolidated Graphics utilized its sophisticated variable data capabilities to create a highly personalized direct mail campaign that was triggered by a purchase. Within two weeks of the original sale, customers received a personalized post card that thanked them by name and made reference, complete with photo, to the specific item they had purchased. The card offered an appreciation discount of 10 percent on the purchase of a Blue-ray DVD player. A second post card two weeks later offered a discount on a television.

### The Value We Created

Executed on a schedule that was unexpectedly cut from six weeks to two weeks, the "trigger" campaign produced results that exceeded Sony's most optimistic expectations. Among recent purchasers of televisions, six percent bought one of the items promoted through the personalized direct mail offer, up from a response rate of less than one percent for previous "static" campaigns. The revenue per thousand pieces mailed was four times greater than the company's typical campaigns, and the ROI was five times the company's required threshold. "We achieved a 145 percent increase in repeat sales compared to our previous direct mail campaigns, far surpassing our goal of 20 percent," said Elissa Klaus, Marketing Manager, Sony Electronics.

# 145%

INCREASE IN REPEAT SALES

# 100% BRAND CONSISTENCY

## WESTFIELD USA

### The Opportunity

The first major regional shopping center owner in the country to implement a national branding strategy, Westfield USA needed to ensure that its marketing materials would project a consistent, high-quality image. The company sought a partner to produce and fulfill the full range of collateral, signage, displays and other items used by its 55 shopping centers across the country. Westfield's goals were to build brand consistency, streamline purchasing processes, enhance efficiency and reduce costs.

### The Solution

Consolidated Graphics built a custom StoreFront solution for print procurement, fulfillment and management and selected six CGX companies with specialized capabilities and strategic locations to serve Westfield's needs. With easy online access, 24 hours a day, seven days a week, Westfield marketing managers can select from ninety products available on the site, customize and order materials for each of their properties. CGX provides cost-effective production and turn-key service on items including: marketing collateral, business cards, poster, stationery and direct mail.

### The Value We Created

During the past year, Consolidated Graphics printed and fulfilled more than 4,000 orders that came in through the StoreFront site. In addition to eliminating the challenges of maintaining quality and brand consistency, the solution has established much-needed controls, order-tracking capabilities, quality standards and consistency. "We have seen a dramatic improvement in our overall print quality with 100 percent brand consistency," said Brandi Friel, Senior Director of Creative Services. "In addition, the streamlined ordering process and consolidation of our print purchases has resulted in annual cost savings of approximately 22 percent."

# 22%

**ANNUAL SAVINGS**

# NINE

**A SINGLE POINT OF CONTACT WAS  
IMPLEMENTED ACROSS NINE CGX  
PRODUCTION FACILITIES**

## HEALTH CARE

### The Opportunity

A national health care provider, with more than 550,000 members in multiple markets across the United States, relied on a decentralized print management model to print and distribute informational material to members. Each market division within the organization used a designated local printer to produce material such as enrollment kits and marketing collateral, and also distribute that material directly to members and prospects. This approach was inefficient, resulting in inconsistent brand presentation, quality control issues, and waste stemming from multiple and uncoordinated staff, equipment and inventory redundancies across the production network. The customer also sought technology solutions to drive efficiencies in production processes, and to support compliance with increasing rules from government agencies regarding the protection of consumers' personal data.

### The Solution

The customer undertook an extensive proposal process that included over 22 different printing and fulfillment companies. Consolidated Graphics was selected due to its national footprint, interconnected production capabilities, customer service focus, and ability to adapt and implement technology to support their business needs and create print management efficiencies. A single point of contact service team was implemented to manage all production and fulfillment requirements across nine CGX production facilities. Products were standardized across all multiple markets to strengthen brand identity and create cost efficiencies. Multiple technology platforms were implemented to drive automated data processing and production efficiencies. StoreFront, for instance, was implemented to manage enrollment materials for prospective members, and to manage the company's internal communications. In addition, two custom technology solutions were developed and implemented to enable personalized directories for members, drive cost efficiencies, increase process efficiencies and assist in maintaining and documenting compliance with data security and privacy regulations.

### The Results

The client has recognized significant benefits from the new print management model. Brand identity is stronger and consistent across all markets. The implementation of multiple technology platforms has driven substantial cost savings, process savings, and increased compliance levels with governmental regulations. In the first year, the customer realized cost savings of over 24% from the previous year.

# 24%

**COST SAVINGS  
IN FIRST YEAR**

**\$26,000**  
**SAVINGS IN PRINTING  
AND MAILING COSTS**

#### ROMAN CATHOLIC DIOCESE OF SACRAMENTO

##### The Opportunity

The Roman Catholic Diocese of Sacramento had been raising money the same way a lot of charitable organizations do – with a dependable full color tabloid piece soliciting a donation. Over the years, response rates had declined. Moreover, with new postal guidelines in effect, postage was being calculated at an expensive flat rate cost. From a content as well as a practical standpoint, the piece needed to be reconceived.

##### The Solution

The Cyril-Scott Company, a Consolidated Graphics company in Lancaster, OH, set out to increase the response rate of their fundraising solicitation while reducing its costs. Given the requirements of the new piece, Cyril-Scott quickly determined that the solution would require a high profile package that would grab the recipient's attention while streamlining production costs. The new piece involves duplex imaging, an 8-page booklet and a return envelope – and still qualifies for USPS letter size requirements and rates. Better still, it's produced via an efficient all-in-line process.

##### The Results

The new format has saved the Diocese of Sacramento 30% in printing costs and 40% in postage costs – a savings of more than \$26,000. Even more dramatic has been the increase in response to the more personalized, user-friendly piece: jumping from 7.5% to 21%. Total funds raised has more than doubled, to \$2.5 million. "People have it in their hearts to be generous," says Sacramento Bishop, Jaime Soto. "We're just more effectively reminding them of that." The increased participation, as well as the total dollars, have helped the Diocese of Sacramento fulfill its mission in the community.

**A more engaging mailer  
revs up response rates.**

**21%**

**A DRAMATIC  
INCREASE IN RESPONSE**

# \$16,153

IN POSTAGE SAVINGS

## CASE STUDY

### NATIONAL REPUBLICAN SENATORIAL COMMITTEE

#### The Opportunity

The National Republican Senatorial Committee (NRSC) is the only national Republican Party committee dedicated to electing Republicans to the U.S. Senate. A standard NRSC fundraising format is direct mail campaigns that include a lapel pin, personalized solicitation letter, and reply. This material is sent in conventional #10 envelopes. Per unit postage had grown to approximately \$1.22 cents. The NRSC was looking for a more effective and inexpensive way to deliver their lapel pin and material, due to rising postage rates and other restrictions.

#### The Solution

Consolidated Graphics introduced the NRSC to its CGX Flex Mailer™, a mailing solution that features an inner tray that accommodates a wide variety of personalized content and promotional items. The patent-pending design of the CGX Flex Mailer features a flexible outer skin to hold the interior tray, and is tight enough to allow flexibility on both vertical and horizontal axes while maintaining sufficient surface tension variations of less than ¼ of an inch. This enables the CGX Flex Mailer to qualify as an automatable machinable flat, for significant postage savings. Consolidated Graphics assembled a seamless team of CGX companies to produce the CGX Flex Mailer and custom-brand the solution for the NRSC. Contents included a personalized one-sheet letter and reply with business reply envelope (BRE). The CGX team also provided fulfillment to support the letter, BRE and lapel pin, and distribution of the completed package.

#### The Results

The NRSC campaign's initial run was 17,462 units, and production was coordinated through a single Consolidated Graphics contact point for convenience and efficiency. Postage was \$.295 cents per unit, resulting in a savings of \$.925 per unit, for a total campaign postage savings of approximately \$16,153 compared to the conventional mailing approach.

# 76%

SAVINGS IN PER UNIT  
POSTAGE EXPENSE

# HEAD & SHOULDERS

## ABOVE OUR COMPETITION ON THE SHELF

### MOHU'S GREAT RECEPTION

#### The Opportunity

The patent-pending Leaf™ indoor HDTV antenna, developed by Mohu, is a paper thin antenna that connects to any HD television and mounts on a wall, behind a picture, or just about anywhere to enable consumers to watch free over-the-air HDTV broadcasts. Because TV antennas are perceived as “eye-sores,” aesthetics were a primary driver in the design of the Leaf.™ Mohu had need for a packaging solution that displayed their antenna product in a retail setting and allowed consumers to visually see their sleek design, and touch and feel the thin, yet rigid, construction.

#### The Solution

PBM Graphics, a Consolidated Graphics company in Durham, NC, designed a package insert that pops open for easy assembly, securely locks the Leaf™ into place, opens at one end to allow it to “float out” of the exterior carton (for easy consumer access), and acts as a skeleton to support the exterior package.

The insert was designed out of the same material as the external carton to minimize costs and simplify kitting and assembly through fewer tab locks than the original design. Furthermore, the insert was crafted to accommodate assembly instructions and consisted of a sleek, soft-touch finish enhancing the flow from the exterior package to the insert and increasing the overall brand integrity.

#### The Results

Although the product has just been released onto retail store shelves, the positive results have been:

- Less time and cost to assemble allowed Mohu to stay within their budget
- Big box retail buyers liked the soft touch coating, quality and box construction, which set Mohu apart and enhanced the consumers' buying experience
- Since rolling out in retail, the Leaf™ has sold at a rate 3X the projected numbers for its category

“The new soft touch retail box for the Leaf™ and Leaf Plus™ positions us head and shoulders above our competition on the shelf,” said Brian Baucom, Vice President of Sales & Marketing for Mohu. “The Mohu brand means intelligent, simple, sophisticated technology and design. PBM’s solution was perfectly in-line with our brand and it accentuated the unique qualities of the Leaf™ in the most natural way possible.”

TIME AND COST

# FASTER PRODUCT INTRODUCTION SPEED

## VERA BRADLEY

### The Opportunity

Vera Bradley markets its products through diverse channels that range from company-owned stores to small specialty boutiques and shopping mall kiosks. Marketing collateral changes four times a year with the introduction of new seasonal merchandise. The company's existing Web2Print site allowed retail partners to access, customize and order marketing assets, but Vera Bradley wanted a more powerful solution with additional features, greater flexibility, faster site updates and a better user experience.

### The Solution

Consolidated Graphics converted the existing Vera Bradley site to its powerful Streamline platform. The new solution is faster and easier for users. Popular features include dynamic, onscreen proofing, which enables retail partners to view marketing assets as they create them rather than open a separate PDF proof. The check-out process is smoother, previously created assets are readily accessible for reordering, and uploading mailing lists is easier than ever before.

### The Results

Vera Bradley has received an enthusiastic response from its retail partners, as evidenced by increased use of the site and favorable comments on its features, functionality, speed and reliability. In particular, Streamline reduced the length of time required to program art files and add a product to the Vera Bradley site by 50 percent. This significantly increases the speed by which new products can be introduced to their retailers, from weeks to days. Vera Bradley's marketing department also appreciates the speed with which the site can be updated and the flexibility to change the site "skinning" with images that reflects the season or specific product promotions.

"Making the process easier for our retail partners was a huge win for us, and my Consolidated Graphics team has been truly amazing in terms of updates. No matter what I need, they get it done."

Krista Ruckel, Marketing Project Coordinator, Vera Bradley

REDUCTION

50%

IN TIME TO  
PROGRAM  
ART FILES



# PROPELLED POD GROWTH TO 80% OF ALL ORDERED MATERIALS

REDUCTION

0%

IN ORDER-TO-SHIP  
LEAD TIMES

## PENTAIR

### The Opportunity

Working with minimal staffing, the marketing services department for a division of Pentair supported up to 10 brands in a fluid environment that included frequent acquisitions, reorganizations and rebranding initiatives. Management wanted to expand the marketing products offered to a diverse group of direct customers, channel partners and its own internal sales force but, in a weak economy, budget increases were not an option. Pentair needed a solution to support growth and accommodate constant change with no increase in spending.

### The Solution

Consolidated Graphics developed a robust Web2Print solution to automate ordering, fulfillment and tracking as well as an online library that would bring new levels of order and access to the company's digital assets. These technologies paid for themselves through improved efficiencies – with savings left over to expand the marketing services portfolio. The Web2Print solution saves time by providing authorized users with 24/7 access to the materials they need, freeing Pentair staff from administrative tasks.

### The Results

The Consolidated Graphics Web2Print solution, which is currently being converted to the new Streamline platform, delivered savings on many fronts. By offering print-on-demand (POD) orders through the system, it propelled POD growth from just 20 percent of all materials ordered to 80 percent, dramatically reducing inventories and cutting obsolescence costs by 80 percent in the first year. Turn-around times have improved dramatically with a 70 percent reduction in order-to-ship lead times. The internal resources devoted to collateral management activities like inventory management, order processing, and customer service have been reduced by 85 percent.

“Without the Consolidated Graphics relationship, we would not have been able to meet the needs of our business. We still have the same budget, but with virtually no obsolescence costs or inventories, we can create more materials for our channel partners.”

Lisa Stich, Senior Marketing Manager, Pentair

# REDUCED SPENDING BY \$1.1 MILLION

## TRANSAMERICA CAPITAL

### The Opportunity

Transamerica Capital, Inc. (TCI), a well-recognized financial services provider, was looking to improve its print and fulfillment management capabilities while maintaining its year over year growth.

Transamerica Capital understood that in order for the company to remain focused on what it does best, it needed to partner with a firm that had similar expertise in the print procurement supply chain – with the ability to integrate technology solutions to accommodate TCI's anticipated growth.

### The Solution

After gaining a thorough understanding of TCI's products and needs as a foundation for helping to set objectives, the Consolidated Graphics team performed a detailed evaluation of the existing workflow. They then developed a single-source provider solution that would meet TCI's objectives and deliver results. Working within the requirements to make a seamless transition to the new, consolidated print production and fulfillment workflow, Consolidated Graphics:

- Consolidated print production and fulfillment from four vendors to one
- Seamlessly moved 15 tractor trailer loads of materials with no order interruption
- Integrated with TCI's existing customer relationship management and order entry system
- Implemented a print-on-demand solution
- Established an on-demand kitting and distribution process
- Implemented a scalable and flexible workflow

### The Result

The new model for managing print procurement and production produced immediate results, reducing print and fulfillment spending by \$1.1 million in the first year, even as sales volumes grew. Spoilage and disposal decreased by 80 percent. The vastly reduced need for inventories cut average monthly warehousing costs by 70 percent, and the company virtually eliminated fulfillment errors.

# 80%

**DECREASE  
IN SPOILAGE  
AND DISPOSAL**

# \$500,000 IN INITIAL SAVINGS

# PLUS 1000000 IN ONGOING MONTHLY SAVINGS

## FELD ENTERTAINMENT

### The Opportunity

Each year, Feld Entertainment, the world's largest provider of family entertainment, attracts more than 30 million people in 70 countries to its ice shows, circuses and motor sports events. In the U.S., a two-person print department is responsible for production of all print materials that support 80 promoters across the country. With a cadre of more than two dozen vendors required to meet the company's vast and varied needs, they sought to leverage Feld's buying power, reduce the time spent managing vendor relationships and tap the power of print-on-demand to eliminate waste.

### The Solution

Feld established a single-source relationship with Consolidated Graphics. Comprehensive capabilities across 70 companies provide a one-stop shop for a myriad of print pieces plus specialty items ranging from tattoos to glow-in-the-dark lanyards. Negotiated pricing delivers significant savings and convenience. The busy print department staff now spends more time "doing" and less time bidding hundreds of individual projects. Print-on-demand has introduced a new level of speed and flexibility while virtually eliminating obsolescence and waste.

### The Results

Now accessing the capabilities of 22 different CGX companies through a single point of contact, Feld credits the partnership with an estimated \$500,000 in initial savings plus thousands in ongoing monthly savings. Add to that the benefits of simplified print buying, streamlined procedures and having a reliable, responsive single source that can deliver – no matter what the need or how short the turnaround. "I have no doubt that we made the right decision," said Barbara Reed, print production manager. "I can now source a huge variety of print items with one phone call. We get the same products as in prior years at a significant savings, and we save on shipping as well. CGX performs miracles for me, meaning Feld, each and every day!"

**THREE  
MILLION  
PAGES PER QUARTER**

## ADIDAS

### The Opportunity

A global leader in athletic footwear and apparel, adidas offers a broad portfolio of products in virtually every country of the world. To cover the entire product line requires a catalog 400 pages in length. Sales representatives of adidas America found that the one-size-fits-all catalog was far too lengthy for meetings with many of their retail accounts, some of which required just 20 pages. To increase marketing effectiveness, eliminate wasted pages and reduce shipping costs, they needed high-quality smaller books, customized for individual accounts and produced closer to their points of distribution.

### The Solution

With sophisticated digital print capabilities in every major U.S. market, providing variable-data, print-on-demand services close to adidas' four regional sales offices was the easy part. The bigger challenge was enabling orders to be placed through a custom catalog tool used by adidas for the creation and ordering of marketing collateral and received for processing through the CGX Streamline solution. Developers of the two systems teamed up to integrate the front end of the adidas tool with the back end of Streamline. Now customized quarterly catalogs can be created and ordered for each of the four regions along with highly targeted pieces focused on specific products and/or retailers.

### The Results

Formerly printing up to 9,000 catalogs, totaling more than three million pages every quarter, adidas America has reduced the quantities of its large catalogs by about 75 percent. Sales representatives, who often resorted to producing their own customized marketing materials, now have fast access to highly targeted, bound catalogs that are professionally produced to preserve adidas' brand standards and quality image. "Regular turnaround is just five business days," said Lisa Markusen, Event Marketing Director. "CGX usually beats the deadline, and when somebody needs an even faster turnaround, the book is delivered early."

**REDUCTION**

**%**

**IN LARGE  
CATALOG  
QUANTITIES**

# DOUBLED

## THE CAMPAIGN OBJECTIVE

### FINCH PAPER, LLC

#### The Opportunity

Finch Paper, LLC is a manufacturer and supplier of fine quality uncoated printing and writing papers. They wanted a marketing campaign that would accomplish the following:

- Collect specific data about printers
- Inform designers and printers about the advantages of digital print applications
- Build brand awareness and loyalty regarding Finch Paper, LLC and their available stock offerings
- Achieve an overall response rate of 7–10%

#### The Solution

Finch collaborated with Consolidated Graphics to design and execute a cross-media campaign leveraging its Connect solution, an application with the company's WorkSmart Suite collection of technology-based marketing solutions. The campaign combined personalized direct mail pieces, email blasts and pURLs to collect data. If a respondent provided the required information, they received a personalized Finch Digital Field Guide filled with 70 pages of information and design considerations for digital printing, examples of various print technologies and Finch papers. The process included the following:

- Finch designed the direct mail pieces, email blasts and pURLs.
- CGX coded the blasts and constructed the pURLs, where data was collected, to personalize and ship the guides.
- CGX produced and mailed the direct mail pieces to the target list of 1369 recipients.
- An email blast was with a pURL allowing recipients to view a flip book of the guide and order a personalized copy.
- A follow-up direct mail piece and email blast was sent three weeks after the first mailing to non-respondents.
- At the end of the campaign, the pURLs were redirected to the Finch website.

#### The Result

Response to the initial direct mail piece was 11.2%. Adding the email blasts and second direct mail piece increased the overall response rate to 16%, doubling the campaign objective.

Additionally, Finch collected valuable data from 220 printers and armed each with a Field Guide showing an assortment of applications for Finch papers.

# 16%

**INCREASE IN OVERALL  
RESPONSE RATE**