

Therma-Tru

CASE STUDY

PAGEFLEX®

Campaign Summary

Objectives

- Provide an easy-to-use system for distributors to create highly customized marketing materials
- Reduce production time and manual involvement
- Create marketing materials that maintain corporate graphic standards
- Reduce time for approvals
- Establish connection between sales managers and distributors

Results

- Production time decreased from six months to two weeks
- Marketing materials automatically adhere to graphic standards
- Creation of brochures happens almost entirely online with little manual processing
- Approval of brochures happens immediately
- Managers are using reports from the system to establish contact and manage sales relationships



Metzgers Uses Pageflex Storefront to Develop Complex Brochure Ordering System

System brings together thousands of images and dozens of templates to simplify the brochure creation process.

Business Problem

Therma-Tru is the nation's leading manufacturer of exterior door systems. A key part of their marketing effort includes building custom brochures for their distributors. These are custom brochures based on the products represented by the distributors. Because of the breadth and complexity of the product line, and the need for customization, the creation of these brochures was time consuming and involved a great deal of manual processing. Some brochures could take up to six months to produce.

For help, Therma-Tru turned to Metzgers Printing and Mailing. Using Pageflex Storefront, Metzgers created an easy-to-use online brochure creation system. This system enabled Therma-Tru

distributors to easily create custom brochures while still adhering to Therma-Tru graphic and messaging standards.

Simplifying the Process

The creation of these brochures requires users to select from an extremely large number of products, images, and marketing messages. To be successful, the system created by Metzgers would need to give distributors a straightforward way to choose from this large selection of products, images, and marketing messages so that they could create a brochure that was relevant to them.

To start, Metzgers looked at the current brochure creation process. They compared hundreds of existing Therma-Tru custom brochures to determine the

PAGEFLEX STOREFRONT

Located on every screen are the Quick Reference Guide, Full User Guide and Contact Information

Feedback section for suggestions and comments

Page Templates

Click here to Begin

Quick Reference Guide

THERMA-TRU DOORS



The Pageflex product line is a part of the Bitstream family of software products.

common templates that should be available on their system. Using Pageflex, they built a library of templates and marketing messages that could be used to create the brochures – from something as simple as a two-page brochure or as complex as a twenty-page brochure.

This collection of templates gives a range of customization options to the end user, while still offering the benefits of a “template” based system.

For artwork, Metzgers compiled an image library that includes thousands of product images. Also included in the library are professional photographs that can be used to customize the front and back covers.

Online Brochure Creation

Using Pageflex Storefront, Metzgers designed an easy-to-use online marketing resource that takes the user step-by-step through the brochure creation process.

The user is immediately taken to the ordering page where they choose the length of the brochure and the quantity they wish to order. A price is presented to the user. Having the price presented upfront enables the user to choose brochure options that fit within their budget before they go through the process of creating the brochure.

Once they have completed the ordering section, the user creates their brochure. The system takes them through a step-by-step process where they select layouts, images, and product descriptions to include in their brochure. On each page that gets created, the user can choose from the library of marketing messages and quality points they wish to highlight. Using Pageflex “flex” technology, the layout adjusts depending on which marketing message is selected.

The user approves a PDF of each page as it gets created. The last step takes the user back to the confirmation page where they can preview their brochure and ensure the pages are in correct order.

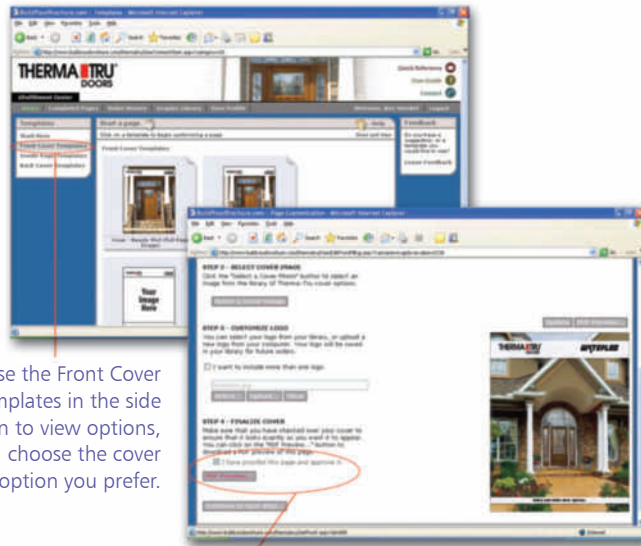
At checkout, the user specifies shipping information, provides a purchase order number, and contact information. The user can also provide any special instructions here.

The files are sent from Pageflex to a Creo Spire 8000 RIP. The final output happens on a Xerox DocuColor 8000.

Reports as a Contact Tool

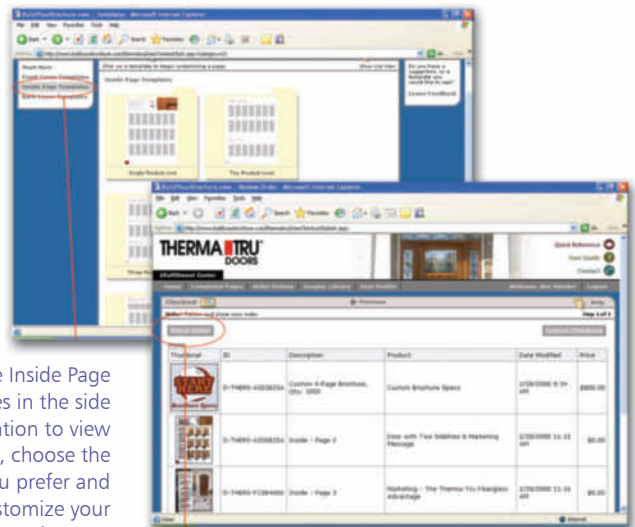
One of the core requests of the site was to bring the Therma-Tru territory managers into the customization process. The goal was to keep them up to date on who was using the system and what they were ordering.

When a user logs into the site, they enter the contact information for their territory manager. That manager is then notified once the account is created, and can use that opportunity to make contact with the user, help them with the process, and offer assistance. When an order is placed for a brochure, the manager is notified about the order and they can again work with the user to ensure that everything went smoothly.



Choose the Front Cover Templates in the side navigation to view options, then choose the cover option you prefer.

Click the PDF preview to view your cover. If it looks good, check the approval box and continue to customize the internal pages.



Choose the Inside Page Templates in the side navigation to view options, choose the layout you prefer and then customize your internal pages.

Preview a PDF preview to view your completed book. You're now ready to place your order.