

Your Print Solution

Pageflex Case Study



Campaign Summary

Objectives:

- Educate clients about the power of web-to-print
- Automate production and improve processes
- Show how Your Print Solutions can solve business problems
- Grow business and increase digital print with web-to-print

Results:

- Automated the production of menus for 150 restaurants, reducing the production time from six hours to minutes per menu
- Transformed the relationship with clients from printer to true communications partner
- Grew their business by 30% in one year

A Menu of Options with Web-to-Print

Web-to-print offers print service providers the opportunity to play a bigger role in solving customers problems, not just taking their orders. But making that transition can be a daunting task. For UK printer Your Print Solutions, the opportunity to make that transition came from one of their existing customers – Wimpy Restaurants. Steven Brown, director, Your Print Solutions, explained, “We realized that the best way to test and develop our understanding of our W2P solution was to build a solution using Wimpy’s data.”



Menus Made to Order

Over the past five years, Your Print Solutions had seen such success with a digital press that they upgraded it twice. They then looked for a web-to-print solution that could further expand their business and increase productivity. After researching many systems, they chose Pageflex iWay™.

Your Print Solutions had been digitally printing 25,000 menus for all of Wimpy’s restaurants, a job that was subcontracted from another printer. Printing these menus was a manual and time-consuming process, as each of the 150 Wimpy stores not only had unique pricing, but each had four menus. Producing each version could take five to six hours to prepare, artwork, and check.

Insight and Technology

Because of their keen insight into Wimpy’s needs, Your Print Solution identified that they would be the perfect customer target for a web-to-print solution. Your Print Solution envisioned a site created with Pageflex iWay that would use variable data to enable all of Wimpy’s restaurants to customize the pricing of their menus and order them directly.

They decided to pitch the idea to Wimpy by building a solution that used information and data they had from the menu work they were already doing.



Making the Sale

The company called a meeting with Wimpy at its print facility. The objective of the meeting was to show Wimpy that Your Print Solution was more than just a printer; that they could be a communications partner who could help their client do business better.

The company showed a menu ordering website branded for Wimpy. During the meeting, they asked Wimpy for input on the products and content.

Steven Brown remembers the meeting, "At one point, I asked for a price to be entered for a hamburger to demonstrate the ease of ordering online. Someone said, £8.88, which we entered, finished the sample order, and pushed the button." The presentation continued, and within 20 minutes the press operator brought samples up to the meeting room.

"I continued with the presentation," says Brown. "Then, when I'd finished, I opened the envelope and there were forty sample menus – with the £8.88 price in them – laminated, folded, stitched and finished." The power of that demonstration was enough to move the discussion to cost, implementation, training and the practical aspects of production.

Using VDP and Web-to-Print to Meet Client's Needs

Your Print Solution currently provides training for Wimpy personnel so that each store can order its menus and set its pricing. The HP Indigo 7000 Digital Press is now handling 250,000 4-color variable data pages every six weeks for Wimpy.

Wimpy is very happy with the results they have seen since implementing the system.

"The W2P solution has cut the workload for our district managers and reduced errors. It also creates a clearer trail for tracking mistakes and enables us to improve the process. The print quality is fantastic, and we're looking at other print business that we could handle with this application."

Clare Starling
Marketing Manager, Wimpy

The list of clients Your Print Solutions works with has grown along with their business. Last year the company's turnover grew by more than 30%. Most importantly, Your Print Solutions has become a communications partner who thoroughly educates their customers on the value digital printing, web-to-print, and variable data can provide.

To learn more about Pageflex and our complete range of products, contact us at sales@pageflex.com or by calling 800.551.0549 or +1 617.520.8600.