

Talk about home improvement.

When you have multiple locations, each with diverse product offerings and clients, the challenge is to address those unique needs quickly and simply, while keeping costs down and maintaining a consistent, high-quality brand image. Specialty helped a major home improvement distributor do just that by creating a system that allowed its 300 national franchise owners to be responsive to the unique needs of their customers. Specialty advised the distributor to do away with the pre-printed four-color shells that were cumbersome to inventory and often became obsolete quickly.

Specialty encouraged them to go to a completely on-demand solution, with a web-to-print system that utilizes a cafeteria style ordering system via a web portal. All of the existing information on pricing, products, and stores was loaded onto the system and each store manager can now order exactly what they would like from drop down menus. The system automatically delivers a PDF proof in real time based upon the user's choices. The orders of the day are all downloaded and run together on one of our four-color digital presses as one mail stream, which maximizes postal discounts.

The images that previously had to print in black only are now converted to four-color which dramatically enhances the appeal of the marketing piece.

By implementing the on-demand web-to-print solution, the distributor reduced costs by 30%. They also saved money by moving to one unified mail stream. In addition, the new system is easier and automated – stores can order online as needed, drastically cutting production time and allowing them to be responsive to their markets as never before.

a case study

