

*“The Ripon staff works as an extension of our team, always bringing us new ways to streamline our catalog production.”*

**Michael Mills**

Vice President

Jamestown Distributors

[www.jamestowndistributors.com](http://www.jamestowndistributors.com)



# Ripon in Action



Prepress specialists **JoDee Mallowney** and **Laurie Sasada** (standing) team up with **CSR Kitty Miller** to provide Jamestown Distributors with a highly efficient, all-digital workflow and responsive service.

**Working Collaboratively with Jamestown Distributors to Streamline Catalog Production and Fulfillment.** For over 25 years, Jamestown Distributors has supplied marine-grade stainless steel and silicon bronze fasteners to boatbuilders and woodworkers. Jamestown Distributors, located in Bristol, R.I., is recognized internationally for “hard to find” marine fasteners, epoxy and paint. Their catalogs are indispensable for boat restoration and repair.

Jamestown Distributors and Ripon have a six-year relationship that reflects both the changing marketplace and many positive developments in both organizations.

**Challenge** | Like all direct merchants, Jamestown Distributors constantly faces the challenge of providing its products quickly, efficiently and in appealing formats customers want to receive. When Ripon and Jamestown Distributors began working together, the cataloger was using a film-based workflow to produce its multi-versioned main, spring and fall catalogs. Jamestown was printing their main catalog in one color and handling post-mailing fulfillment needs in-house.

**Solution** | Ripon helped the Jamestown Distributors staff convert from film to a fully digital, computer-to-plate (CTP) production system, which streamlined the entire premedia process. More recently, Ripon's staff worked with the client's team in converting to Adobe InDesign® page layout software – a highly efficient tool for multi-channel production and PDF-based workflows.

Ripon also collaborated in helping Jamestown Distributors transition the one-color body of its main catalog into a more eye-appealing two-color presentation. With the client wanting to introduce even more color to its catalogs, Ripon's installation of a state-of-the-art 4/color MAN Roland Rotoman N heatset press made creating a 16-page, full-color “wrap” section for the spring and fall catalogs an affordable reality.

Additionally, Jamestown Distributors entrusted Ripon with fulfillment responsibilities for ongoing catalog requests. Each week, Ripon quickly and efficiently processes more than 300 requests, mailing them at automation rates and reducing postage costs.

**Results** | The collaborative relationship resulted in a number of important benefits for Jamestown Distributors:

- A reduction in production cycle time of three full days attributable to CTP production and other workflow enhancements. This time savings allows the Jamestown Distributors staff more time for marketing-related activities that contribute to better response and profitability.
- More eye-appealing color catalogs produced quickly and economically on both heatset and coldest presses.
- Greater speed, convenience and overall efficiency in fulfilling catalog requests after the initial mailings.

Ripon, of course, benefits from a loyal, progressive customer with which it can continue to grow.

