

# PressLines

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## Welcome to the Digital Storefront

There is an incredible amount of buzz about digital storefronts, and with good reason. Digital storefronts are one of the key software tools in a web-to-print solution that transforms traditional print shops into digital, online powerhouses with depth and breadth of services.

There are a number of storefronts on the market. Ripon Printers chose the Kodak InSite Storefront System. This advanced software allows us to custom create a branded storefront for you that provides anytime, anywhere web sales and services to you and your authorized users. It also delivers quality variable data print capabilities, templates and formats to meet your creative requirements.

The Kodak InSite Storefront integrates with our Kodak Prinergy Workflow. This further ensures streamlined and synchronized premedia processes, from order placement to multi-media production. In short, the integrated system maximizes time efficiency and cost savings from start to finish.

### Why Create a Storefront?

A digital storefront offers a number of advantages, particularly for companies with a geographically-dispersed sales force or distributor, agent or retail network.

Perhaps the greatest single advantage is that a storefront makes your approach to providing print materials demand-based. You become more:

- Market responsive
- Cost- and time-effective

### How a Storefront Works

Essentially a storefront allows authorized users to access an online catalog 24/7, view documents and then order either

inventoried materials or create on-demand, variable-data print from pre-approved templates.

The storefront can accept payment, if desired, and transmit the order into Ripon's system. Our in-house fulfillment center then handles any physical aspects of the project — pulling inventory of static materials, printing on-demand pieces, binding, wrapping and distribution.

### Storefront Market Applications

Ripon's customers are using the storefront concept in a variety of ways. One client uses the storefront to add efficiency to the nagging problem of supplying a national sales force and customer



This is the screen of our in-house Storefront. Ripon employees and sales representatives can order business cards, notepads and sales materials at their convenience.

service team with **business cards**. Instead of having to contact the corporate representative, who would then initiate a traditional ordering process, users now log onto the storefront, create their business card from one of the three approved templates and view an online proof. They receive the finished cards within a few days.

An equipment manufacturer is using the storefront to add time- and cost-efficiency to its **catalog** production process. The client requires customized catalogs that vary in quantity from 25-1500 and in page count from 32-80+.

Based on predetermined production parameters such as paper specification, the marketing team can upload files to its storefront, get an instant price and then send the catalog into production. The customer receives finished catalogs in 2-5 days, versus 2-3 weeks from the previous vendor. Obsolescence costs are virtually zero.

A start-up, bi-weekly newspaper is using the storefront's ability to manage the publication's **subscriptions**. Not only can the system collect payment, but our extended service can also man-

age premium fulfillment and other related tasks.

An area school district is also testing the storefront as a centralized print portal for a wide range of documents. For example, teachers will be able to upload **tests** or **teaching materials** from their classroom computers, and have the documents delivered to their school mailboxes the next day. The school anticipates being able to dramatically reduce the number of copy machines now located in each building.

### Ripon Gets into the Act

As fellow marketers, we quickly realized the storefront's potential for managing our own campaigns. We are in the final stages of developing a three-part prospecting campaign that will include a variable-data introductory brochure versioned by market and sales rep, a series of print "Tips" books and a newly-produced Ripon Printers video. The combination of static and digitally-produced materials will all be managed through the storefront, enabling individual representatives to initiate customized prospecting campaigns from their desktops.

## See You at Retail Marketing Conference 2010

May 24-27 • Gaylord Palm Resort • Orlando

The new 2010 Retail Marketing Conference (formerly ACCM) is revamped, remixed and reengineered to best represent the integrated marketing environment in which all retail marketers now operate. This new event will provide a robust marketing tool box for attendees looking for innovative content that maximizes customer experience and ROI including:

- Catalog & Print
- Data Integration
- Ecommerce & Site Usability
- Email
- Mobile Marketing
- Search Optimization
- Social Media

You'll find Ripon Printers at Booth #321 where we'll be featuring our digital storefront capabilities as well as our broad range of print and distribution services. For more information or to register, visit [www.the-dma.org/conferences/dmaretailmarketing/index.shtml](http://www.the-dma.org/conferences/dmaretailmarketing/index.shtml). **RIPON**

### Getting Your Storefront Started

There are so many potential applications for the storefront, we encourage you to explore the options with us. Start by contacting your sales or customer service representative. They have a full support team of storefront and digital printing specialists who can help determine if these advanced technologies might address any of your current or anticipated needs. **RIPON**

### Don't Forget Your "Tips"

#### Get Your "Tips" Six Pack

We're putting the finishing touches on the last title of our initial set of "Tips" booklets. These small, but powerful, booklets offer a wealth of valuable information covering:

- Printing
- Premedia
- CoMail
- Inkjet & Mailing
- Bindery
- Marketing Do's & Don'ts



Contact your Ripon Printers representative, or send an email request to [info@riponprinters.com](mailto:info@riponprinters.com), and we'll ship you a complete boxed set. **RIPON**

## How May You Help Yourself?

Is it just me or are the number of “self-serve” options increasing? I was at a major retailer the other day and, wanting to avoid the long check out lines, I used the “self-serve” option. For those of you who haven’t seen this yet, you can actually check yourself out! I’m impressed that the system works. It’s easy to use, now that we’ve all been trained how to insert our credit card or cash into machines for payment.

On a side note, I continue to be impressed with our honesty as a society. On Halloween, my wife and I escort our children door-to-door, so there’s no one home at our house. Still, we leave a bowl of goodies out for anyone who comes by, and invariably we have candy left over. It is encouraging!

Most of us have been pumping our own gas for years (except in New Jersey), using ATMs to withdraw cash and “Pressing #1 for English” to help reach the right person when making a phone call. Does this



Andy Lyke

save money? You bet! But it goes beyond just saving money. In some cases, we save time. By doing things ourselves we take on the extra work to be sure the job is done correctly.

I was thinking about “self serve” while I was working with others here at Ripon Printers on how to process mailing files for customers. There are 37 steps we need to go through once a customer sends in his or her mailing list!

In many cases, the submitted

files are great and for others, we need to do some hand holding or make the corrections ourselves so that the addresses are usable. We are always pleased to offer tips and suggestions on how to help our customers help themselves — whether the customer wants to save money, control the process or have the satisfaction of doing it on their own!

We recently developed what we call our “Client Portal” which is a website where customers can check on the status of their jobs and get other information from us regarding their projects. Check it out and let us know if there is something else you would like to see us add to this website.

Of course, you can still give us a call, if you prefer, and get that same information. Cori is ready to connect you with your customer service representative (unless you choose to use our automated attendant phone number!). **RIPON**

## Pardon Us While We Take a Bow

The National Association for Printing Leadership (NAPL) recently honored Ripon Printers with the RAVE Award for customer service excellence and a Marketing Plus Award for marketing excellence.

**The RAVE Award** recognizes those printing and graphic communications companies with superior customer relationships based on their performance in the survey’s Quality Competitiveness Index (QCI). QCI is a measurement of a company’s bottom-line customer satisfaction, indexed against the scores of its best competition. Ripon received the Platinum Award, the highest level of recognition.

Ripon Printers was also one of only 15 Gold Award

winners in the prestigious **NAPL Marketing Plus™** competition and the only Gold Award winner in the Vertical Market category. The program recognizes

companies that demonstrate their ability to realize the full potential of marketing in all its forms as a key driver of their clients’ success and their own growth.



NAPL presented both awards at its recent Top Management Conference 2010 held in Marco Island, Fla. For more information about the awards, please visit [www.riponprinters.com](http://www.riponprinters.com). **RIPON**

## 4 PressLines

### We Begin the 2010 Contest Season with a Bang

We are pleased to announce the results from two print competitions — one statewide, the other throughout North America.

In its 26th year, the **Web Offset Association (WOA) Print Competition** recognizes exceptional achievement in print throughout North America. More than 413 entries from 46 printing firms were judged.

In the heatset printing categories,

we earned one first place and one second place.

- In the coldset printing categories, we earned one first place and two second places.
- Soft cover & hard cover books, we earned a first place.
- Bound combination coldset & heatset, we earned a third place.

The **Graphics Excellence Awards**, sponsored by the Printing Industries of Wisconsin, is a competition that promotes excellence in print communications and recognizes companies and individuals who create the best in print media. In the tenth year of this competition, 670 pieces from Wisconsin printing and graphic arts firms were entered.

Twenty-two of our 24 entries were recognized.

We earned a **Badger – Best of Category** in the *soft cover books* category — the same project that earned a first place in the WOA contest.

Of the nine awards in the three *web press printing* categories, we garnered four seconds and one third. We earned four awards in the five *magazine* categories and two in the four *catalog* categories.

Of our entries in the *on-demand/digital printing* categories, we earned a second and a third. Other winning entries were in the *booklets, internal communications pieces, business/annual reports, finishing techniques* and *directories/source books* categories. **RIPON**

