

PressLines

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How a Branded Web Storefront Can Save Your Sanity and Your Bottom Line

We're not being overly dramatic. Here's a scene that's being played out over and over. Print runs get shorter. The demand for customization gets greater. Fulfillment systems split at the seams with endless phone calls and emails from salespeople, distributors, agents and retail outlets requesting materials. And, of course, everyone needs their stuff yesterday.

No one's happy. Not you. Not your boss. Not your sales and marketing partners.

You Might Be Missing the Forest

Getting lost among the trees of

marketing fulfillment is easy. Maybe it's time to step back and get a little perspective on how you can bring disparate, seemingly out-of-control elements together in a streamlined, automated system. Start by taking a look at what a

branded web storefront can do to reduce the stress, save time and reduce costs – all while better meeting your channel partners' needs.

Look Under the Hood

Web storefronts are robust, Internet-based workflow systems that allow authorized users access to an online literature catalog that could contain static, versioned and variable-data items. Versioned documents allow options for configuring materials by region, language or other factors. True variable items can be customized through a template that allows users to select customized data that might include product selection, pricing within predetermined ranges, personalized contact information and many other types of variable information that you control.

Once submitted, the workflow system manages the order through production and fulfillment. Common functions include file submission, order entry, versioning/VDP, job tracking, soft proofing and



online payment, shipping and inventory management. The printer's fulfillment center then handles any physical aspects of the project – pulling inventory of static materials, printing on-demand pieces, binding, wrapping and distribution.

Here are 10+1 key advantages a web storefront delivers:

1. 24/7 service – the storefront never sleeps
2. Streamlines the order entry and approval processes
3. Manages the use of content
4. "Greens" your fulfillment system from start to finish
5. Controls the approval process
6. Enables customization while maintaining brand control
7. Defines promotions and campaigns for particular user groups, regions or other factors that you chose
8. Discourages independently-created marketing materials by channel partners
9. Reduces obsolescence and inventory costs through on-demand production

Ripon in Action

Laundrylux distributes Electrolux professional and Wascomat commercial laundry equipment in North America through its extensive distributor network. One of Laundrylux's offerings includes Professional Laundry Utility Service (PLUS), which the company provides to the coin laundry and on-premises laundry markets.

Like many companies, Laundrylux wants to support its distributor network with targeted promotional materials for important programs like PLUS, while also maintaining brand integrity. Ripon's Traxion Marketing Services provided the solution through a web storefront. The portal provides market-focused, 6" x 9" full color post cards that provide the distributors with several customizable fields. Laundrylux provides the creative and printing while the distributors pay for postage, which is collected through the storefront.

The storefront's performance metrics are great. There has been 100 percent mailpiece integrity since the inception of the program and 99 percent on-time delivery.

10. Provides metrics that help you refine your program
11. Saves costs and time for everyone

Where Storefronts Are Big Winners

Web storefronts are perfect for organizations providing print materials to large national sales forces or to channel partners that might include independent distributors, dealers and agents. They make your print fulfillment demand-based, customized, market responsive and cost-effective – all while maintaining your brand integrity.

Stepping into a Storefront

You'll be surprised how easy it is to set up your storefront. Our Traxion team will take you through a short discovery process where you'll determine which features you would like to have activated.

Your main task will be to provide an initial "skin" design for the storefront based on parameters

you'll receive from Traxion. The team will then review the design to ensure it is adaptable to the system's framework. Once approved, you simply forward the electronic file and we do the rest.

Supplying documents is relatively simple. One of the benefits of our storefront solution is if you are currently using a PDF or InDesign document workflow, there is no extra work.

In addition, you'll provide print-ready files for both static and personalized print materials that will be available through the storefront. You can place static products online yourself following some system administration training, which we provide.

To learn more about Ripon Printers' storefront and complete range of digital services, please contact your representative or send an email request to sales@riponprinters.com. **RIPON**

How Ripon Printers Can Help

- Free Consultation
- User-Friendly Storefront Solution
- Template Design Assistance
- Variable Data Technology
- In-house Fulfillment
- Technical Support

Time to Make Ripon Your Next Vacation Destination!

With this column, I have the opportunity to take off my printer's cap and put on my hat as the former President of the Ripon Area Chamber of Commerce! You may think there isn't much to do in Ripon while visiting your printer in rural Fond du Lac County. Surprise! There are a multitude of special events going on throughout the year to add extra and unique enjoyment to your visit.

There are many big summer attractions, the most well-known being the Experimental Aircraft Association (EAA) AirVenture. Held 18 miles from our front door in Oshkosh during the last week of July, EAA fills the sky with airplanes – more diverse than you could ever imagine! And as Ripon is on the inbound flight path, we become known as the O'Hare of the North with more than 10,000 landings during the eight day event.

Just down the highway from the EAA is Country USA during the last week of June. Headliners will include Miranda Lambert, Tim McGraw and many other stars.

Three weeks later, rock music will fill the air at Rock USA, featuring four days of headliners and their dedicated fans.

In addition, Ripon has free concerts each Friday evening downtown on the Village Green



Andy Lyke

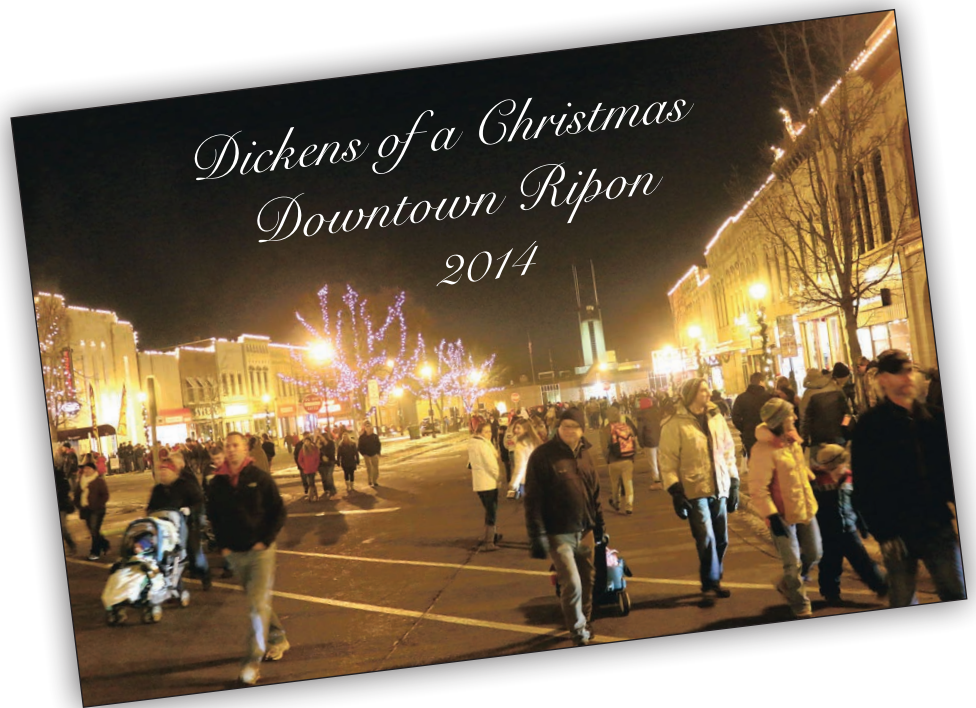
featuring a wide variety of music.

During the school year, you can see some great NCAA Division III athletics as you cheer on the Ripon College Red Hawks, or enjoy the Milwaukee Symphony Orchestra's annual Ripon concert.

We kick off the holiday season with our signature "Dickens of a Christmas" the first weekend in December. The highlight of the weekend is the "Living Windows" where holiday scenes from years past are recreated in windows up and down our main street. Stores open their doors with activities for children, displays for adults, and hot chocolate and cookies for all. We also have a quilt show that weekend, and an "enchanted forest" filled with trees cleverly decorated by area groups and businesses.

So come to Ripon to visit us, and try to time your visit so you can stay and sample some of the reasons why we like it here!

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Ripon Printers Named “Best of the Best” in Best Workplace in the Americas 2014 Competition

For the second year, Ripon Printers has been awarded the Best Workplace in the Americas designation, “Best of the Best,” for outstanding human resources (HR) practices that contribute to a successful workplace. Begun to specifically recognize printing industry leaders throughout the U.S. and Canada, the Best Workplace in the Americas program was created in 2000 by Printing Industries of America.

A panel of highly respected HR professionals with decades of experience in the graphic arts industry reviewed the submissions. The Best Workplace program stands out as one of the most stringent HR awards programs available

in any industry because it analyzes key HR metrics and program documents that firms must submit with their entries. Applicants were judged on eight criteria: Management Practices; Work Environment; Training and Development Opportunities; Financial Security; Workplace Health and Safety; Work-Life Balance; Recognition and Rewards; and Health and Wellness Programs.

“We strive for a positive workplace environment, which plays a key role in our success,” says Ripon Printers’ President and CEO Andy Lyke. We received our award in the Large Companies/Multi-plants (251+ employees) category for the last two years. **RIPON**



Kelly Mundell, human resources director, and Andy Lyke, president, show off our 2014 “Best of the Best” award plaque.