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Rick Goodwin
Publisher, Unique Homes

Ripon in Action.

DuPont Publishing requires a robust suite of services for its luxury real estate publication, Unique Homes™. Ripon Printers delivers the quality, timeliness and custom solutions to address their clientele's exacting needs.

Distinctive Services for a Luxury Clientele

DuPont Publishing, Inc. is a specialty publisher of international luxury and lifestyle titles. One of their many titles, *Unique Homes*™, focuses on luxury real estate.

Unique Homes' publications include semi-custom and custom magazines for distribution by selective real estate firms and realtors. Two semi-custom publications, *The High End*™ and *Luxury Portfolio International*™, offer original content. The titles create the appearance of a custom publication provided by the real estate firm or realtor. As *Unique Homes*' print partner, the Ripon team goes above and beyond to help deliver publications that appeal to the most affluent lifestyles.

Challenge

- Produce and deliver premier quality publications
- Generate custom and semi-custom publications with high accuracy
- Meet short production timeframes
- Deliver superior client service to both *Unique Homes* and its clients
- Create innovative, cost effective solutions to meet emerging challenges

Previously, *Unique Homes*' vendor was unable to fulfill the publisher's complete needs. The vendor often missed tight timelines and lacked safeguards to produce the accuracy required.

Unique Homes understood it had no room for errors in their published materials. Further, they could compromise client relationships by not achieving the highest standards. *Unique Homes* sought a supplier that could deliver upon all their needs and turned to Ripon Printers.

Solution

Ripon Printers had worked with *Unique Homes* in the past and already understood their special requirements. Ripon quickly

proposed an effective data and print solution that addressed the client's specific needs. This included ensuring all safeguards were in place to consistently deliver accurate, timely and high-quality production.

After a successful year of production, Ripon identified another opportunity to help *Unique Homes* expand its business and current publication offerings. Ripon presented a solution that would allow their client to test another publication with greater customization capabilities while also creating greater efficiencies and providing an additional revenue stream. The plan included developing and implementing a custom web-to-print solution. This branded storefront would allow luxury home realtor clients to quickly and easily:

- Personalize and customize inside front and back covers
- Import mailing lists
- Order additional magazines for hand distribution

Ripon also proposed implementing a dedicated client service phone number and service team to provide customer ordering assistance.

Results

Unique Homes was extremely pleased with the quality, timeliness and accuracy of the magazine as well as the service excellence. They had found a trusted partner to not only deliver on all facets of print production, but also a partner that was highly responsive, provided innovative ideas and was always willing to go the extra distance.

Unique Homes was initially hesitant about building a custom portal, but their fears subsided when Ripon explained how it would keep the development process simple, minimize *Unique Homes*' role in ongoing portal management and eliminate their resource commitment by creating a dedicated client service team. The portal allowed *Unique Homes* to test the concept while creating another offer, the semi-custom magazine *Luxury Portfolio International*™.

The portal has proven to be a huge success while also providing a new revenue stream.

Unique Homes' Rick Goodwin shared this about his experience: "Ripon Printers has proven to be an effective, trust-worthy partner. It's hard to find vendors you can trust, but trust has never been an issue with Ripon Printers. Their excellent client service makes working with them easy, and I can count on them to consistently deliver accurate, high-quality materials and a client experience that exceeds expectations. Ripon Printers responds immediately with an effective solution whenever an issue arises, and they have proven to be effective in looking for innovative solutions to help me grow my business."



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