

case study

PrintOne™ - A Perfect Fit for Speakman Company

Associates Graphics Services has Speakman Company Singing in the Shower

"The Speakman Company was the perfect candidate for an outsourced web to print solution," said Dave Zamorski, VP Digital Operations at Associates Graphic Services. "They had the equivalent of a full-time employee dedicated to their internal picking and packing operation fulfilling requests for literature from consumers and their sales channel. We knew we could save them time and money with our online solution."

Associates Graphic Services (AGS), Wilmington, DE, was founded in 1969 as a typography house and quickly moved into printing. Today, AGS has 70 full time employees and focuses on digital and conventional printing. Always looking for creative ways to streamline its processes and serve its customers more effectively, AGS has been implementing Lean Manufacturing principles since 2000. The Printable Technologies PrintOne Web to Print solution is a perfect fit for AGS and its customers like the Speakman Company.

More than 135 years old, the Speakman Company has produced high-quality plumbing fixtures for commercial and residential installations; and the company has been an AGS customer for eight years. Because Speakman products are sold through major retailers such as Home Depot, Wal-Mart and Target; hardware store groups like True Value and ACE; and distributed through a network of wholesalers to contractors, the complex sales channels require a lot of sales literature.

The Problem

In the past, AGS printed large amounts of marketing collateral for them - such large amounts, in fact, that Speakman had a warehouse dedicated to storing it and a team to distribute it. When a sales rep or a distributor placed an order for materials, employees were pulled away from their regular duties in order to pack and ship the materials. It would take anywhere from a week to 3 weeks - or longer - to fill an order.

Suddenly, it seemed that a company that had been manufacturing top of the line plumbing fixtures for generations was developing a new set of skills totally unrelated to their core competencies. Speakman had the equivalent of a full-time employee picking, packing, and shipping literature requests, costing the company up to \$30,000 to \$40,000 a year. Worse, if prices changed or a new product was added, large amounts of obsolete material were being thrown away; as much as \$20,000 worth at a time.

The Solution

AGS saw the PrintOne Web to Print solution as a perfect fit for Speakman. The company's sales reps and distributors can now go online to a personalized storefront and order exactly what they need, even customizing the material themselves. AGS can batch similar orders to be gang-printed on a digital press. Then, AGS packs the materials and ships them to the requestor; dropping turnaround time from 3 to 4 weeks down to 24 hours.

Speakman no longer needs a warehouse to store its printed materials; in fact, no one in-house handles the materials at all. And the company's employees who were tasked with processing orders for sales literature can focus on more productive tasks directly related to the company's leadership manufacturing and marketing quality plumbing fittings and electronic faucets.



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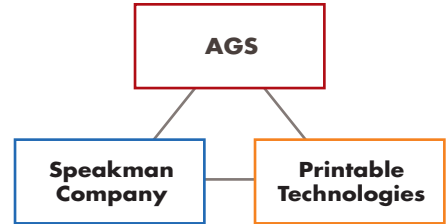
The Results

With Speakman's customized PrintOne Store, AGS provides an outsourced service and seamlessly fills orders on demand. Speakman saves money, since there is no waste and no need to store materials. Because products are inventoried in small amounts or printed on demand, turnaround time is quick and everything is up to date. No more collateral featuring discontinued products or with out of date specifications.

There is no longer a need for Speakman to commit marketing staff to manage mundane administrative tasks associated with the ordering and fulfilling of printed materials. The PrintOne solution also allows AGS to provide reports that help Speakman better track the way in which their materials are being used and assist in forecasting future needs.

The Printable Technologies PrintOne web to print solution lets AGS assume the fulfillment and warehousing burden and, as a result, AGS customers can focus on what they do best. For Speakman that means marketing staff can concentrate building and promoting a well-recognized national brand instead of packing and shipping sales material.

Dave is sold on the value of the PrintOne Web to Print solution for companies like Speakman; "When we proposed the storefront to them, they loved the idea. We keep a 150-page catalog in stock for them in inventory and we print each piece of literature on demand. The waste reduction and the lower cost of warehousing and fulfillment balanced with the faster turn on distribution and more current information has made the 'return on use' of marketing materials much better for Speakman."



Benefits

- Savings of \$30,000 to \$40,000 in staff time
- Fulfillment turnaround reduced from 3-4 weeks to 24 hours
- Eliminated waste of obsolete collateral saving tens of thousands of dollars
- Allows sales channel to customize collateral online