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Scientifics

Project:

Scientifics, a nationwide testing, analysis and consultancy business reduces print procurement costs and waste with on-demand printing via the web.

Vertical Market:

Business Services

Business Application:

On-demand printing managed via the web.

Scientifics produce and distribute a wide range of communication materials such as brochures, forms, letterheads and business cards to their 14 UK sites, as well as promotional material including brochures, datasheets and adverts.

Program Objectives:

- To reduce the time spent by the marketing department producing marketing communication materials
- To improve the lead times from design to distribution to branch
- To make their print procurement process more efficient – saving time and money and reducing waste

Description

Scientifics were looking for a smarter way to manage their print. Their existing print procurement process was time consuming; having to deal with several design agencies, PR agencies and printers. Turnaround times were as long as 1-2 weeks and the process was proving very costly because updates and changes to documents were frequently required and so much of the print was wasted because it went out of date before it could be used.

Scientifics needed a solution which would give them complete control of their print, reduce administrative time, print costs and turnaround times, all whilst maintaining high print quality and brand guidelines.

Irongate Digital developed & implemented an online Marketing Resource Centre (MRC). Scientifics now have all of their corporate stationery including letterheads and compliment slips available to order online as and when they need it. They can stock manage and control costs much more effectively. Items like business cards that used to take 5 days just to get through the proofing process can now be created online, printed, finished and despatched within 24 hours.

They also have templates on the site for their most frequently used documents, which can be edited and proofed on screen so they now do much of the work previously done by outside design agencies in-house and can tailor their marketing material to their specific branches and their needs much faster.

The Scientifics MRC now stores more than 55 items, all of which can be ordered at the touch of a button and delivered within 24-48 hours to their 14 locations throughout the UK.

“We now have ultimate control of all marketing material and print buying ensuring better stock control. We envisage that this year’s cost savings will run into thousands saving on design and PR costs as well as in-house print”

Debbie Brayshaw – Marketing Controller

