



## Project:

MHA Care Group streamlines print ordering process with Marketing Resource Centre

## Vertical Market:

Not for Profit

## Business Application:

MHA Care Group, a charity providing care homes, housing and support services for older people throughout the UK, wanted to streamline their print ordering process. Irongate Digital introduced a Web-to-Print Marketing Resource Centre solution.

## Program Objectives:

- Eliminate the exposure to time-consuming administration of print at both regional and head office levels
- Reduce design and print costs
- Empower MHA users to order print on a just-in-time basis and have it despatched to the appropriate home or scheme

## Description

Irongate identified an opportunity to provide a solution to one of MHA's on-going problems; the time-consuming process of controlling stock of printed corporate stationery for its network of care homes and schemes throughout the UK.

Irongate developed and implemented a full MHA branded Marketing Resource Centre (MRC) containing a library of over 250 MHA print products.

The MRC can be accessed by authorised MHA care homes via a secure password 24/7. They simply log on, choose which item they require and click the order button. Some of the products are stocked by Irongate and others (mainly amendable items such as business cards) are printed on-demand; so MHA users can create bespoke materials by amending for example name or location on the template. The ordered items are then either printed on-demand on our Xerox iGen3 digital press or called off from stock and distributed directly to the care home within 24-72 hours.

Over 300 MHA care homes and schemes now have access to the MRC and are able to order all of their required corporate stationery. This includes letterheads, compliment slips, business cards and a multitude of various forms.

This system of online stock ordering at local level has eliminated the need for regional offices and head office to be involved at the lower end of the process. However, the MRC still allows head office to maintain full control of the process with regards monitoring/authorisation of certain products and stock movement and running of reports.

Other benefits include a reduction in obsolete print stock and subsequently a reduction in print costs. And, since much of the print is now produced on-demand, it's always up to date and relevant. Turnaround times have been significantly reduced as print can now be created and proofed online, printed, finished and despatched within 24 hours.

We store more than 250 items of stationery for MHA and deliver to 300 locations throughout the UK – all made possible by our online stock management and Web-to-Print MRC solution - ordering tailored stationery has never been so simple, speedy and cost effective.

“As a charity and registered social landlord, MHA continually has to demonstrate value for money and be seen to use its charitable income wisely. As result of the implementation of Irongate's iCu system (effective stock management, on-line ordering and just-in-time digital print), MHA has been able to manage its print resources far more effectively and use it's charitable income far more efficiently”.

Louise Owen-McGee  
Creative Services Manager - MHA

