

Printout Communications – One Year On

Time flies! It has been a year since we acquired this excellent company with its fantastic enthusiastic staff, excellent equipment and great customers. It is also six months from the date that Printout moved in with us, in our new unit at Northburgh Street.

In that time there has been much sharing of resources and the purchase and installation of several new machines that the additional space has made possible.

Printout Communications specialises in the production of short run Conference and Seminar Materials. A typical customer will hold several courses through the year -but each course is customised and may have only a handful of participants. The organisers often don't know until a day or two beforehand the number of attendees. Printout

Communications has many courses on file with the actual course components being ordered online or via email. It will produce the expected minimum number of materials in advance and 'top up' even as late as the day before. Many conferences are held in London and the organisers have come to rely on more speedy and reliable services since the new Printout base in so centrally located.

Delegates love to be impressed! A typical Printout document will be contained in a binder. These are often designed for the particular course. The new binder and hard case bound equipment provides this service in house. Quality is brilliant and the binders can even be totally personalised with each of the participants' names, photos and position. The course notes are usually printed in black and white



but increasingly colour is used. That poses no problems at Printout as in addition to the Indigo press are three Ricoh presses and a Xerox.

Tabbed index dividers are often required and these can be printed and cut to shape, again all in house. Assembly of the finished binders is often accompanied by tent cards, badges, writing pads, tickets, certificates, pens and feedback forms. They can be sealed using shrink wrapping, ensuring that each participant receives their conference pack in pristine condition.

Printout has a variety of other binding possibilities. It is especially good at producing wire-o binding as it has two automated lines that speed up the whole process and enable the meeting of deadlines.



EVOLVED IN PRINT

Print Evolved's Technical and Marketing Bulletin

Award Winning Ivor Solution: A Company Proud to Announce FSC Accreditation and Presentation of the Carbon Trust Award

As part of our commitment to social and environmental responsibility, Ivor Solution is delighted to announce that it has achieved the Forest Stewardship Council (FSC) Chain-of-Custody Certification.

A high level of commitment to environmental management means the company is constantly investigating new ways to conserve and promote conservation. It wants to ensure that business is conducted in the most positive and sustainable way for the environment. Gaining the FSC accreditation ensures keeping to that commitment and that all work

is carried with minimal impact to the environment.

Certification means that everyone in the supply chain is aware of the material source and the forest in which the tree that made the paper grew. As a customer you will be able to make informed choices about the paper and boards you use.



Carbon Smart Blue Award

This is an extract from the letter received from the Carbon Smart Team who evaluated Ivor Solution's responsibility in this area:-

"We have reviewed the data and carbon performance of Ivor Solution and we are delighted to say that you have achieved the Carbon Smart Blue award. Ivor Solution has demonstrated their commitment to the environment by measuring their carbon emissions and putting in place an action plan and policy to reduce their impact."

To address their contribution to climate change, Ivor Solution is committed to the Carbon Smart award scheme. Being Carbon Smart means taking an intelligent and flexible approach to reducing the company's carbon footprint. The Carbon Smart award certifies the practical actions taken to actively reduce environmental impact. It clearly demonstrates commitment to customers, staff and suppliers. Just like recycling, this award makes improving environmental performance part of the everyday running of the business.



What is the FSC?

The Forest Stewardship Council (FSC) is an international non-profit organisation. It consists of more than 500 environmental groups, businesses, forestry professionals, social scientists and civic groups. These groups have collectively developed a set of rigorous international forest management standards and a corresponding FSC certification. The FSC currently identifies 10 principles and 57

criteria to ensure well-managed forests. These include provisions for protecting biological diversity and fragile ecosystems. FSC-certified areas continue to grow at a high rate all over the world and now represent an area equal to 7 percent of the forests used primarily for production purposes.

Any paper that is FSC accredited comes from a managed forest which means minimal impact on the environment.

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CLOSE UP CLOSE UP



Close Up - Darren Tassell

Our most 'can-do' employee is Darren who really enjoys finding ways to do things that people say can't be done. Darren is the happy, bubbly, go-lucky type and is always sharing a joke - trying his best to make people smile more. It is amazing how he gets anything done but he does manage to be a highly productive and valued member of Ian's Implementation team. Darren thrives on challenges. He has to, being a keen Millwall FC fan and an

England Supporters Club Member who takes his daughters to every England home game at Wembley. As our the Health & Safety Manager, Fire Marshall & First Aider, Darren loves to help people and will, always, go well out of his way to assist customers. There's lots more we could say about Darren but we have to be careful what we say in print. But it is a pleasure working with him and his many years of experience.



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Print Evolved: a very modern hybrid...

Over the last two years, with so many changes in the printing industry, it has become clear that modern print businesses must be technologically adept. Not just with the operation of workflow and machinery but in the handling of data and adapting to the Internet.

Print Evolved has been operating like this since its inception and has built up a great reputation for marrying technology to hardware. Its approach continues to be one of short runs at very high quality and with rapid turnaround.

Evolved in Print, our magazine, will in the future be concentrating on the hybrid nature of our business. Our aim will be to inform our customers of the ways technologies are combining in the new all encompassing business that print is rapidly becoming.

We are trying out several way of helping customers in the transition. Seminars, materials and customer visits will all feature in the process of helping you take advantage of the various opportunities in the market place.

But we believe that spending a couple of hours with us is the most appropriate way of seeing what it is all about. You and your staff will, I am confident, by witnessing the hybrid in operation be further equipped to take on the market challenges.

We would like to invite you to visit us and look forward to seeing you here in Clerkenwell.

Regards

Ivor Jacobs, Managing Director

Use of the FSC logo on your Printed Items



Ivor Solution are accredited to place the FSC logo on your materials should you choose to go this route. Most companies find that this is a great marketing tool and many larger companies will only purchase their print from FSC accredited companies. In order to ensure full compliance with establishing the

chain of custody on a job for job basis, material for work that requires the logo has to be specifically ordered.

However, even if the logo is not used on the product, Ivor Solution's board preference is FSC approved material.

Create your own Photo Site!



Launched last year several print managers now have their own photo book, calendar and photo products sites – and from which they are earning good rates. The results have been spectacular! One customer ran a special trial poster

offer, resulting in fantastic creativity. Amazing how much you can produce with a little time and thought - using the great online tools the system provides.



Only £299

New Ways to Profit

Hassle free, the work can be despatched to the customer within 5 days. Superb results and good profits await you. All this is yours, simply by introducing the service to existing customers, friends and relatives.

For just £299.00 how about having your own branded site? This can be ready to run, allowing your customers to upload their own photos, order and pay for their work on-line.



Consistency of quality and reliability from an HP Indigo press just has to be a priority demand – and especially when it has to run thousands of impressions every day. So, to enhance this, a wide range of specialist papers is necessary.

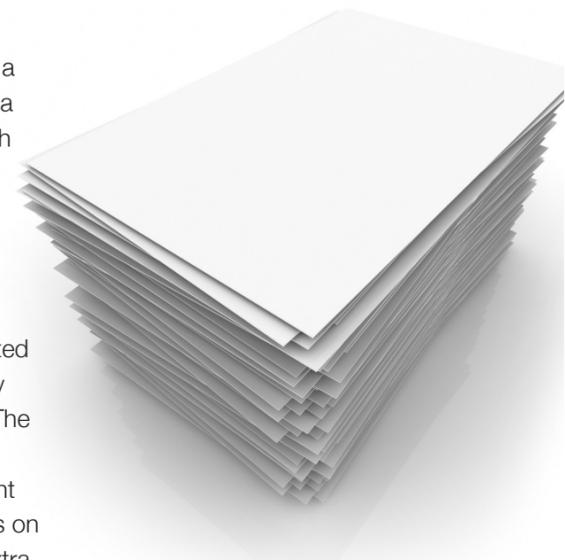
Well, up until recently the highest weight of uncoated stock was 340gsm and a popular choice for business cards. Now demand grows: for a thicker, more durable board. So, stocking 400gsm Splendorgel which is a really smooth, white board has become a must have item. Add the option of a gloss or matt lamination and Wow!

When you hand out your business cards, what better impression can you begin with than that?

Hold your breath: yet another exciting addition to this range is a cream stock at 300gsm. This is a great alternative for creative, high quality products such as invites or greetings cards.

The problem, in the past, is that many specialist papers need a special finish process to be printed on the Indigo. This can be costly and eat greedily into a budget. The cream 300gsm gives a great alternative and allows you to print personalised, short run products on a great looking board without extra cost.

Or, of course, you may choose to run a more economic single colour printing which can also look great –



it's new, it's now and it's needed!

Paper Price Increases – who needs them?

You know the scene: the usual letters from your paper merchants drop through the letter box. Yes, we get them too: all six we have accounts with have written to us, announcing that wonderful news of a further price hike. In the last 12 months we've had 4 similar letters.

This is no joke: some of our prices have increased by over 30%! Well, we haven't passed on any automatic increases to existing customers. In anticipation of increasing volumes we are holding prices and trust that customers will help us to help them simply by using us more!

Actually, the more we produce the more substantial overheads are spread – what better for a company that specialises in large numbers of small orders? Well, you must be looking to decrease your costs – and you surely want to bin those letters? And you will certainly be looking for efficiency built in to the ordering process, using excellent software.

Well, why not encourage more of your customers to go online and extend the range of print that they order via the Internet?

STOP PRESS!
Another round of letters. More increases from September!





Follow your Brand... are you sure your promotion hits the target?

Image is everything – and goes hand in hand with reputation. That means consistency across your brand! Do your clients achieve this? Do you? Your logo on your billboard campaign must reflect the same image as on your business cards and presentational documents – with equal quality.

To achieve this continual output, a high standard seven colour Indigo press, through to large format and specialist binding services are essential tools.

One of the major benefits of web to print is its inherent digital asset management. Company logos, brand images and marketing collateral are sourced from one 'shop.'

This can be completely under the control of your marketing department or those taking care of your corporate image. So, the great advantage is that any amendments and additions are always the latest ones; identical files can be used, no matter where an item is ordered

from. This applies to both smaller UK firms and the larger international corporates.



Much more than Business Cards: extend your Web to Print

You want a highly efficient workflow, from order to dispatch. Yes, hundreds of individual business card orders go through the Print Evolved system every day. There are many other products too, drawing on the same efficiency. So, entire systems can be built for ordering stationery, marketing materials and much more.

Sounds just what you need? Well, these can all be stored in the same area to give one ordering point for many items. Even better news, any items that repeat regularly, with or without editing, can benefit from being turned into a web to print template. That is technology today and it's great news if you're in the print business!

One of the longest running systems Print Evolved set up many years ago is the King's College London stationery ordering portal. The reprographics department of the college has decentralised the

ordering process for their stationery items, labels and presentation folders by using the Print Evolved system.

At the end of the month a consolidated invoice is sent to the finance department containing all details of every order placed with cost centre information. Proof of delivery is available when required.

Not only is the University saving thousands of pounds a month, but service levels have dramatically increased.

Sound tempting?

It is! The heavy workload of coordinating the ordering of business cards, compliment slips, letter headings, labels and presentation folders from well over 500 ordering points is now completely eliminated.

Administration cost per order has been reduced by over 400% and

the lead-time from order to delivery has been reduced from 3 weeks to 3 working days. The result? Another happy customer with their printing workflow transformed.

The system even encourages the adoption of new products. Last year a choice of Christmas Cards and certificates were placed online. Well, need we tell you - these proved very popular.



However challenging a project may seem to you – just stop for a minute and consider how this system could help you and your clients.



Ivor Speaks at Canon Web to Print Seminars

These half-day seminars have been specifically developed in conjunction with the BPiF as an introduction to Web to Print.

Canon has held seminars at their offices and in Huddersfield for the benefit of those in the industry who want to know more about web to print. The main speaker at these events was Peter Lancaster, probably the best known consultant in this area. Peter, when working as MD of Grasmere Digital many years ago, took on the exclusive licensee of Ivor Solution's software. So it was brilliant to see the pair back together and extolling the virtues of systems they knew would be the future of print, way back in 1998. Ivor reinforced the notion that attitude towards web to print was just as important as the technology.

He encouraged first timers to start small and gradually build-up their web to print businesses. This is now possible with Cloud Computing



systems, like Print Evolved, the rising software platform of which Ivor Solution can be truly proud. Customers can virtually buy as they go. Ivor also explained how important it was to have a good 'back end.'

The web to print solution benefits users by streamlining the process of dealing with hundreds of small orders daily. Most systems simply produce a PDF per order whereas the best systems have full imposition so that the entire process from web order to despatch is fully automated.

We hope this gives you lots of time for thought, for enthusiasm and a great future in print. Come and visit us, attend our seminars or just call up for a print to print chat! Your enthusiasm is ours.

Book Bound

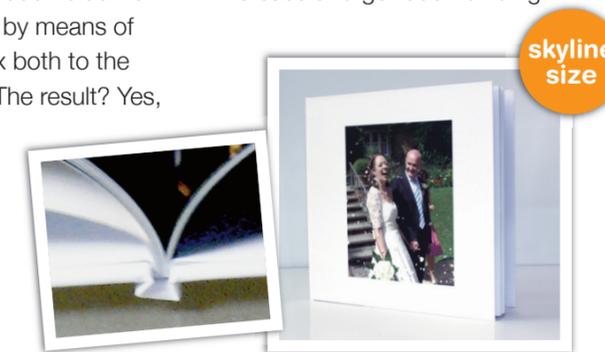


Have you thought about creating beautiful handmade books – for personal or business? You can do this up to A3 portrait size with wraparound cover with various finishing options including lamination.

The process for case binding is simple; after printing the book is firmly fixed together by stapling or binding and then the book block is attached to the case by means of end papers. These fix both to the block and the case. The result? Yes,

top class professionally bound books! Brilliant for single copies, or longer runs of hundreds. So get on the case and get book binding.

“The book looks very good, I'm sure the other members of the group will be impressed by the quality.”



Introducing innovative 'sell more web to print' seminars – by Ivor Solution

A valued photobook customer required gold names on his customers' photobooks. For a minute we were foiled... Temptation to meet the challenge stepped in, and Print Evolved added gold foiling to its services. The result was a happy client and the new service of foiling being offered! Make your customers excel with gold, silver and even other colours, using foil for enhancing many printed items.

Want to know about the technicalities? Well, the printing is achieved from a specially created die or from raised type. Simple, but effective: just the way printing should be.



What's new?

Posters, any size poster, nothing but particularly presentable posters, that's what! With the acquisition of additional space, all manner of large format posters, including lamination are being produced: from A4 to A0, 60 x 40 and even larger in up to ten vibrant colours on top of the range Epson equipment. The service links in well with web to print offerings and a switch from generic run posters printed silkscreen to individual localised posters is already evident.

Your sales and customer service staff need to gain knowledge too! Do they really know about the tremendous opportunities that exist for web to print? Developed especially for print managers and those working on behalf of end users Print Evolved has introduced a straightforward but very effective sales programme.

The seminars are intended for existing customers and the focus is

aimed very much for the staff and needs of a particular customer. Already, two seminars have been held and in less than half a day the participants have gained immense knowledge of web to print in the market place. Learning the 'know-how' of many years experience – and the mistakes that come with that! -is proving to be of tremendous practical value. Oh, for the benefit of hindsight...



Seminar Programmes ▶ 2010-2011

Some of the topics that can be tailored to meet the specific requirements of customers:-

- ✔ Complete system overview
- ✔ Selling to users of other web to print systems
- ✔ Analysing a customer's web to print potential
- ✔ Integration with MIS systems
- ✔ Security issues
- ✔ The benefits of a Hierarchical and Catalogue approach
- ✔ Keeping up to date with developments
- ✔ Tools for selling web to print
- ✔ Case Histories
- ✔ How to get a customer started quickly
- ✔ Future market developments and opportunities
- ✔ Rebranding and personalisation tools

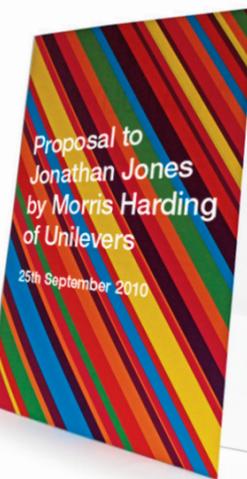
Bolder Folders can win business Web to Print is much more than Business Cards!

Several Print Managers now feature Bolder Folders on their sites. Not only does it gain them print business but introduces customers to the world of web to print besides just business cards. Successful use of Bolder Folders entails the Print Manager having their own one on their site. Print Evolved's designers produce specific templates that feature the Print Managers services as well as personalisation of text, logos and graphics. Pictures can also be uploaded for each order. Imagine visiting a customer with a personalised Bolder Folder that includes their picture and/or a picture of their products or premises! Turnaround on Bolder Folders is just one to two days so that you can easily plan to present

these great sales aids for forthcoming meetings.

But there is a another dimension to this application. Your customers can also have their own Bolder Folders to use in exactly the same way as you have used your own. They will have their own reaction to seeing the Folders and, as that is bound to be very positive, here is your chance to make an impulse sale!

Bolder Folders cost from £3.00 each plus postage and are available in quantities of just one, ordered online. Prices reduce for quantities above ten at a time.



Set up is from £200.00 and that includes all design and site implementation work. You too can show your customers how innovation gains business.

Short Run and Rapid Turnaround

You probably know by now that software and print are closely linked. An increasing number of customers now capture their work online, using the advanced technology available. So, watch this space – we'll keep you up to the minute informed of printing developments, and not just software.

Increasingly companies are now seeing the value of Internet based ordering combined with short run printing. One print manager customer with a network of more than 500 stores used to print 1000 leaflets for each of their stores to cover a current promotion. They discovered that their runs of sometimes half a million would be cheap, per 1,000 printed, but

hugely expensive per 1,000 used. This customer found that one distribution of 1,000 leaflets per store was never even opened by many and the average use was under 5%.

Yes, a rude awakening! Well, they quickly realised it is far better to give local responsibility and autonomy for ordering so that managers can order as few as 50 leaflets which are all used. They are customised to the market that the manager knows and not left to head office who may not have even visited the local stores!

This customer now only uses local, more targeted marketing; this has transformed the way they communicate with prospective customers and gives more

responsibility and trust to the local managers. Of course the managers relish being involved in promoting their branch services too.

As the trend continues it is becoming easier to introduce new concepts of print supply to customers; there are so many opportunities for changing the way companies view their marketing collateral. One thing's for sure: the one-to-one world is here to stay. Now is the time to act before your competition get in first! You are welcome to contact Print Evolved any time for consultancy and advice. You will find staff willing to support you in setting up and developing integrated and successful web to print systems.