

PRINTING

CUSTOM CATALOG PRODUCTION AND DISTRIBUTION

INNOVATION

COST EFFICIENCY

CUSTOMER LOYALTY

INCREASED ROI

CLIENT: Home Furnishings Manufacturer

PROJECT: Develop a way for individual dealerships under the Home Furnishings Manufacturer to customize retail catalog covers, then print retail catalogs and ship to dealerships nationwide.

OBJECTIVES:

A highly respected home furnishing product catalog had been produced for national distribution to hundreds of distributors and retailers for many years. In order to improve relations with their distribution channels, the manufacturer sought a method for individual dealers and retailers to order the catalogs and customize the catalog covers online. The manufacturer was looking for one organization to oversee the entire process workflow design, order entry, customization and proofing, order consolidation, printing, fulfillment, delivery, and tracking with appropriate notifications.

SOLUTIONS:

In order to meet the demands of the manufacturer, Sandy Alexander created an online feature for dealers to access and customize their own catalog covers with current images of in-use Retail Visual Merchandising (RVM) campaigns, allowing them to upload images of window dressings and other in-store signage to showcase these RVM campaigns in a printed form. After aggregating the orders, hundreds of thousands of catalogs were printed using the highest quality lithography, while the custom covers were printed digitally. Maintaining total band consistency with our certified color science, the catalogs were checked for quality and then the orders were fulfilled.

Customized Cover: The first task was to develop the online ordering feature for dealers to customize their own covers for the manufacturer-wide catalog. To accomplish this, Sandy Alexander's technology solutions architects created an online ordering portal where each dealership could submit their own design. After the order was placed, the orders were aggregated and sent to our digital printing division.

Catalog Pages: The lithographic printing of the internal pages of the catalog were printed at the highest quality possible. There were two versions of the printed material, each with a different page specifications and quantities printed.

- **Version #1** contained 56 page text plus the digitally printed 4 page cover.
Quantity Printed: 700,000
Custom Books: 24,750.
Order consolidation occurred as follows:
 - Wave 1:** 6,500
 - Wave 2:** 15,750
 - Wave 3:** 2,500
- **Version #2** contained 60 page text plus the digitally printed 4 page cover.
Quantity Printed: 300,000
Custom Books: 218,850
Order consolidation occurred as follows:
 - Wave 1:** 96,250
 - Wave 2:** 111,850
 - Wave 3:** 10,750

Fulfillment: All fulfillment elements including finishing, die-cutting, and binding were handled in-house at Sandy Alexander's Clifton location in New Jersey. The ability to pull the catalogs straight from the presses into the finishing department saved our client valuable time by hastening the turnaround time for the project.

Distribution: After the submissions from dealerships, our technology solutions team created a data file from the online ordering portal with customer information. Using this information we were able to ship the customized catalogs to the desired location.

RESULTS: Sandy Alexander was able to solve the complex needs of a Home Furnishings Manufacturer with a multitude of dealers. We provided solutions for customizing catalogs with retailer specific information and printed these pieces at the highest quality digital and lithographic printing possible. We then successfully finished and distributed the products in-house.

SandyAlexander

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Sandy Alexander Inc. is the largest independently owned, high-end commercial graphics communications company in the nation, serving the needs of Fortune 500 companies and many other enterprises from coast to coast. Sandy Alexander's broad array of services range from digital solutions, sheetfed & web capabilities, webs with in-line finishing/personalization, wide and grand format and printing for retail visual merchandising. Because of Sandy Alexander's broad range of resources, Sandy Alexander can provide the most impactful and efficient printing for any campaign regardless of substrate, size or quantity. Sandy Alexander is also a leader in protecting the environment with 100% wind energy, SGP certification, carbon neutral facilities and tri-certification for chain-of-custody paper.