



PLATINUM PRINT INCREASE TURNOVER

 platinum
print & direct mail

Platinum Print Ltd is an established commercial printer based in Harrogate since 1988. This £2.5 million turnover company have an outstanding reputation for high quality printing, fast turnarounds, competitive prices and unrivalled customer service.

Key to their success is their continued strategic investment in the latest technology and they have been a leading player in the online 'web to print' field for several years.

Platinum's quest for leading technology to help customers extend their printed options and to improve efficiency is demonstrated with the recent addition of ROI360's pageflex software 'Storefront'.

This solution provides a sophisticated communication platform allowing customers to produce a wide range of added services such as local PDF generation, data purchasing and email campaign management while fully controlling their own brand identity and templates online.

However for Platinum the benefits of using ROI360's Storefront go beyond the customer needs to encompass their own internal efficiencies.

Storefront software is fully integrated to their Management Information System (MIS) provided by the leading MIS provider **Shuttleworth Business Systems**.

This seamless integration is unique to the industry and represents considerable benefits for Platinum in terms of job control, producing everything from estimates to production control automatically.

David Wyvill, Managing Director for Platinum Print explains why this partnership has increased customer spend, saved time and minimised errors.

A WIDER CHOICE FOR CUSTOMERS

"The Storefront pageflex has given our customers much more flexibility to produce and create a wider range of their own work online.

They are now able produce a broader spectrum of print using the 'template driven' system all in a safe and secure environment and to their exact

requirements. They are then able to download PDF proofs instantly without involving Platinum; this saves considerable time and reduces the risk of errors at both ends as approved proofs can then be turned directly into artwork".



CASE STUDY



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IN SUMMARY

David concluded: "Platinum has seen a 15% increase in turnover over the last 12 months. The new Storefront software combined with The Shuttleworth MIS has created new business opportunities. We are able to produce a wider portfolio of bespoke print for our customers with one recent client increasing their annual print spend by £40K per annum. Platinum's ability to deal with this increase in work has been aided considerably by automating the whole admin and job sheet processes. The systems have combined to eliminate any risk of error or misinterpretations ensuring our customers are fully in control of their printing requirements."

"ROI's Storefront in collaboration with The Shuttleworth MIS has facilitated and reinforced Platinum Print's reputation as one of the UK's leading providers of 'web to print' and 'cross-media' technology."

IMPROVED JOB EFFICIENCIES

"However, many of the benefits to the printer of the integrated MIS and Storefront Software are related to administrative systems" David went on to explain. "The system is now able to take information directly from customer's online entries and produce estimates and job sheets automatically saving valuable admin time and speeding up the entire process. Estimates and other job related schedules are produced within minutes allowing staff to concentrate on other areas of valuable customer relations. Finally, clients themselves are able to view their work in progress and recall historical data directly from the system because of this MIS integration."

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David Wyvill
Managing Director

CASE STUDY

