



Pressero

Empowering Web-to-Print

CASE STUDY

Pressero Drives Business Growth for Print Lynx

Company Background

PrintLynx was founded in 1984 as an instant print and yearbook company. This full-service sheetfed printer operates with 2- and 4-color offset presses as well as digital presses from HP-Indigo and Xerox.

Challenge

PrintLynx had been evaluating web-to-print solutions for some time but was unable to find a solution that met its needs, with some lacking adequate capability while others were more than the business required with a higher price tag than the company was willing to accept.

Solution

A PrintLynx manager discovered Aleyant's Pressero during a trade show visit, and the dialog between the two companies began. "Pressero was just what we were looking for and the price was right," said Bud Fisher, sales and marketing executive for the firm. "We were pleased with Aleyant's responsiveness during demonstrations and the sales cycle. That gave us an indication of what they would be like to work with post-sale. That assumption has proven valid in the three years we have been working with them."

Results

Fisher reports that his business has grown 35% in the past year, the majority of which is attributable to making Pressero available to both existing and new customers.

For example, PrintLynx had been producing static print and direct mail for a major textbook reseller. With Pressero in place, PrintLynx was able to offer this company versioned and variable data direct mail solutions targeted to specific school and/or students.

This allowed the company to deliver more relevant communications to its customers and prospects and enabled PrintLynx to significantly expand its business with this important customer.

"This customer sells textbooks online at all levels of the educational system," explains Fisher. "They will also buy books back at the end of the school year. With Pressero, they can easily create direct mail campaigns direct to students or personalized to the students but mailed in bulk to the school. In addition, they can order a variety of other marketing materials

in versioning/variable data solution, eDocBuilder, makes it easy for users to customize and proof materials online.

In addition, PrintLynx has placed a forms database online for several hospitals, allowing them to order forms and other materials online as they need them. "Once orders are received in Pressero," adds Fisher, "it is easy for us to then direct them to the appropriate print engine for production of the job in a very efficient manner."

Fisher indicates that he has worked hard over the past three years to educate customers and prospects about the value

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customized to each school, including posters and brochures. Enabling them to better customize their book buy-back offers has significantly increased both response rates and program revenues."

PrintLynx also services a variety of other customers with Pressero. "We produce business cards and stationery for agents of a large insurance company," says Fisher. "It is much more efficient for the agent to go online, order what she needs, and pay with a credit card rather than having administrative staff at the insurance company handle the burden for all of the agents or risk having agents order from a local printer who may not be knowledgeable about the company's branding guidelines." Pressero's built-

of a web-to-print solution. "Often," he says, "customers think they would have no use for such a solution, but once you get them to start building an online database of marketing and other materials, they love the convenience and their database almost always continues to grow. And like the textbook reseller, they soon discover that results improve as they are able to make their materials more relevant."

Fisher has been very pleased with his relationship with Aleyant. "The system is robust, affordable and reliable," concludes Fisher. "We have gone to Aleyant a number of times with suggestions for making the system even easier to use and have always found them to be very responsive and excellent to work with." 

Pressero is owned and operated by Aleyant Systems. For more information, you may contact us at:

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