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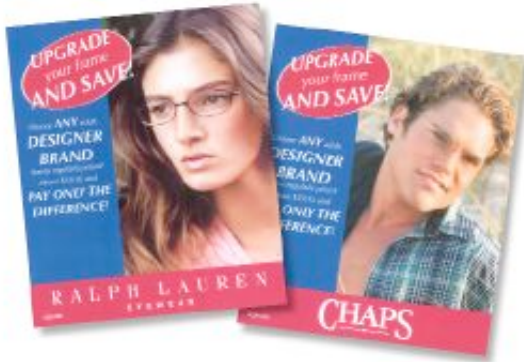


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# COMMERCIAL PRINTING

Help clients market themselves with 4-color brochures, signs and more.



Resource Print Management (RPM) provided these 4-color pieces for the opening of 10 new Eye Care Centers of America in the Atlanta area in June. The Fort Worth, Texas-based distributorship supplies signage to all the eye care retailer's 373 locations--a big job that RPM handles soundly, according to the customer. "We asked them to consistently produce and deliver high-quality products to our stores in aggressive time frames, and they always do," says Karen Villanueva, field marketing manager for Eye Care Centers of America.

## Better Your Odds

Provide organized reports. "Most commercial printers can do little more than pull an item off the shelf, put it in a box and ship it," says Dan Michels, a sales representative at Fort Worth, Texas-based distributorship Resource Print Management (RPM). "Anybody in the world can do that." However, procurement, warehousing and fulfillment "generates a lot of information," he says. RPM provides detailed reports that clients use to analyze usage at their headquarters and branch locations. Michels says, "We provide reports in any format customers like," including electronic transmissions, faxes and documents sent via mail. Act as a clean-up crew. Today, many companies rely on in-house designers to create marketing materials. Most distributors and manufacturers, however, are aware that customers' "complete" files aren't always complete. For instance, RPM may receive three disks for a project--one with EPS images, another Adobe® Illustrator™ file and a third that includes fonts. RPM then cleans up the files and builds a print-ready version.

Resource Print Management (RPM) targets the type of customer some distributorships would consider a logistical nightmare. The Fort Worth, Texas-based company seeks large clients with decentralized operations. Approximately 80 percent of its customers are retailers with hundreds of stores. One prime product the distributorship provides is commercial printing, including marketing collateral and signage.

Although RPM supplies quality 4-color products, its success in commercial printing has more to do with service. One customer, ACE--America's Cash Express, proves this point. ACE is a check processing and short-term-loan business with 1,200 company-owned locations and 200 franchise locations. It orders a variety of items, including forms, roll products and promotional products. RPM also supplies the company with signs, pocket folders, rack cards and brochures. To assist ACE with its complex ordering needs, RPM relies on its sophisticated online ordering system, used by hundreds of the check-cashing company's employees.

ACE employees log onto RPM's secure web site and choose one of the check-cashing company's basic marketing packages. Depending on the package selected, up to five versions will appear on screen. For example, one version may depict letterhead, envelopes and two brochures, while another includes three different brochures. After selecting versions, ACE employees customize the marketing kits, adding logos, special offers and more. Employees also can add text to create custom marketing pieces.

Next, the online system creates a PDF file. It shows ACE employees on screen how the marketing pieces they created will look. After approval, an ACE employee uploads a Microsoft® Excel™ address list to RPM, indicating which stores should receive the materials. Then, the user clicks "submit" to place the order. The PDF file then is transmitted to a vendor for direct-to-plate production. "ACE can create a totally custom, one-to-one piece of marketing communication from their PCs using our technology," says Dan Michels, a sales representative at RPM. "It allows them to target their customers not with a shotgun, but with a laser beam."

RPM's online ordering system, along with its other print procurement, warehousing and distribution services, allows customers such as ACE to save money. "RPM's ability to provide efficient service levels with minimum inventory has increased our cash flow and reduced our exposure to obsolescence," says Barry Barron, senior vice president of operations for ACE.