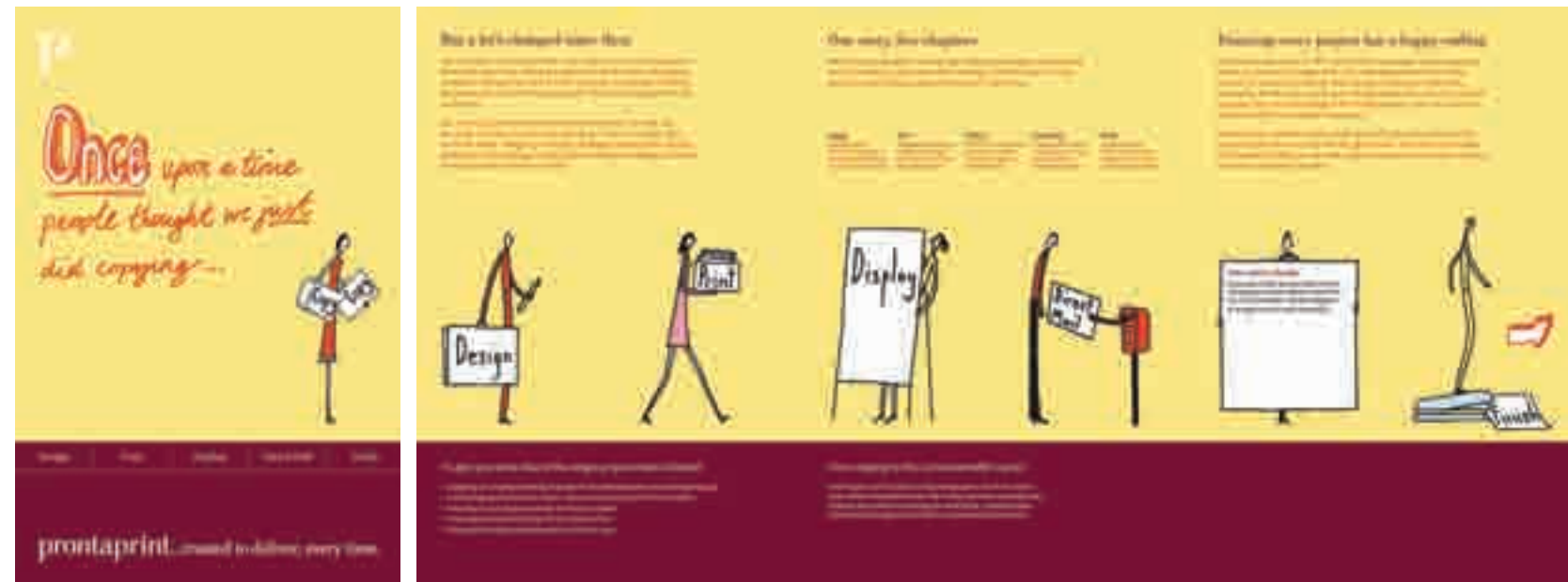


prontaprint

trusted to deliver, every time.

Prontaprint has maintained its position at the forefront of the corporate print-on-demand market by delivering distinctive design and print solutions, underpinned by a commitment to first class customer service. Through its ability to evolve and adapt to changing customer needs, Prontaprint has grown to become the largest and best-known brand in the business.



Market

In an age where design and print technology is rapidly developing, the business print world demands the very latest digital know-how the minute it hits the market.

Prontaprint is exploiting its commercial design and print expertise, concentrating on tailored communications for business clients – and the number of centres with turnover in excess of £1 million is growing rapidly.

Prontaprint is committed to adopting a completely client-focused role to ensure that its network is in a strong position to capitalise on major changes within the B2B market. Understanding clients' businesses is crucial to satisfying a greater proportion of their needs. Delivering exceptional standards of client care and relationship management are key to the total service offering.

In recent years, clients have increased in-house capabilities, becoming digitally enabled and web-smart. In response, Prontaprint has repositioned itself to provide an enhanced business offering comprising design, print, display, direct mail and finishing services.

Achievements

Established over 35 years ago, Prontaprint has a fully integrated European network of more than 150 digitally linked centres across the UK and Ireland and employs over 1,100 people with an annual turnover nearing £50 million.

The company is a founder member of the British Franchise Association (BFA) and played a crucial role in establishing a regulatory body for the franchise industry. A former winner of the BFA Franchisor of the Year award, Prontaprint remains a strong supporter of the BFA and was appointed to the board in 2005.

It is also affiliated to the British Print Industry Federation, the British Association of Printers and Copy Centres, the Institute of Printers and XPLOR International (the Electronic Document Systems Association).

Furthermore, it was the first national print-on-demand network to sign a formalised licensing agreement with the Copyright Licensing Agency. This allows licensed copying of specified material within agreed limits. Prontaprint is therefore able to offer advice on copyright issues and help protect businesses from potential copyright infringements.

Prontaprint won prestigious Franchise Marketing Awards in 2007 and 2008 for the work it had done repositioning the brand to appeal to higher value business clients: the awards for Best Overall Marketing Campaign and Best Brand Management were judged by

a panel of experts from the franchising industry and the Chartered Institute of Marketing.

Product

Prontaprint offers a comprehensive portfolio of business communication solutions to businesses of all sizes including design, print, display, direct mail and finishing services. An ongoing programme of investment in the latest digital technology ensures its centres feature the latest design tools as well as black & white and colour high-volume digital print equipment alongside traditional print capabilities.

With most documents now produced digitally, clients' original designs can be enhanced, updated and amended. Work can also be securely stored electronically at Prontaprint centres, where it can be easily accessed. The versatile nature of the Prontaprint digital network means that material can be supplied to one centre and sent out digitally across the network to be produced at different centres simultaneously, simplifying distribution and increasing capacity and efficiency. This not only saves the client time and money with reduced wastage and storage costs but also improves competitive advantage by enabling clients to respond to market opportunities quickly.

Prontaprint's direct mail service focuses heavily on the use of variable data printing, enabling images and text to be customised to the recipient. This service, offering one-to-one marketing solutions, underpins Prontaprint's consultancy approach to servicing clients.

Recent Developments

Proud of its heritage, Prontaprint consistently evolves the brand to meet changing client needs in the commercial design and print market. With a corporate client base including British Airways, NEXT, Hush Puppies and Dixons, Prontaprint has rolled out a new brand positioning to develop this market further, following an investment of more than £3 million and almost two years of research, brand development and training.

The new brand positioning was initially piloted at seven Prontaprint centres across the country, chosen to represent a cross-section of the print market in terms of size, offering and service. The six-month trial delivered a sales growth seven times higher than the rest of the network.



The roll out includes a new corporate identity, training for Franchisees and their staff and enhanced business services. A powerful new positioning statement – 'trusted to deliver, every time.' – has been introduced alongside the strong use of illustration and a warm aubergine corporate colour, reinforcing the human face of the brand.

Promotion

Prontaprint has been transformed from a high street print and copy shop into a key player in the B2B print-on-demand sector through continual investment in the development and promotion of its brand on a local, national and international level. It has maintained its market-leading position through a sustained and structured approach to business planning, sales and marketing strategy at both macro and micro levels.

Marketing activity is based on extensive client feedback and market research. Independent in-depth surveys of existing, lapsed and potential customers help to identify changing factors of importance among small, medium and large businesses when buying print and related products and services. Results provide Franchisees with a greater understanding of buyer behaviour as well as identifying new market opportunities.

Prontaprint believes that consistent and regular external sales and marketing activity is central to the ongoing profitable growth of each centre. This activity is focused on the acquisition, retention and development of business clients. It also provides Franchisees with a wide range of central sales and marketing tools and resources to enable them to grow their businesses locally, as well as providing external sales support.

Brand Values

Prontaprint has four key brand values – Close, Connected, Can-do and Collaborative.



'Close' focuses on building long term relationships with clients on a one-to-one level. This is achieved through close contact with clients and close understanding of their needs.

'Connected' refers to Prontaprint's network of talented and experienced people as well as the use of technology. Prontaprint harnesses these connections, aiming to ensure clients get the best results with their business communications on time, every time.

'Can-do' reflects the business culture of getting things done. Whatever the job, large or small, Prontaprint aims to go the 'extra mile' to ensure it is 'trusted to deliver, every time.'

Finally, 'Collaborative' reflects that talking to clients is the start of a two-way conversation, rather than a one-way sales pitch. By working in partnership with clients and each other, Prontaprint consistently offers distinctive design and print solutions.

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Things you didn't know about Prontaprint

Prontaprint was the first print brand to be named a Business Superbrand.

Prontaprint is a former winner of the British Franchise Association's Franchisor of the Year award.

In 2007, Prontaprint's central marketing was accredited with a prestigious Franchise Marketing Award. This was followed in 2008 by the award for Best Brand Management, judged by experts from the franchising industry and the Chartered Institute of Marketing.

1971	1973	1980s	1990s	2000s	2009
The first Prontaprint centre is opened in Newcastle-upon-Tyne, aiming to overcome the high prices, large minimum orders and long lead times associated with traditional commercial printers.	Following the signing of the first Franchise Agreement, the Prontaprint business model goes from strength to strength.	The company continues to expand widely across the UK, as well as into international markets.	Prontaprint focuses heavily on the B2B print-on-demand sector.	Prontaprint is now the largest design and print network in the UK and Ireland and repositions to consolidate its place at the forefront of the corporate print-on-demand market.	Prontaprint completes the roll out of a new brand positioning, following an investment of more than £3 million and almost two years of research into the market.