

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. It 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 taking a completely client-focused role to ensure that the 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 to offer an enhanced range of services to business. This enhanced range comprises design, print, display, direct mail and finishing services.

ACHIEVEMENTS

Established over 35 years ago, Prontaprint has a fully integrated European network of more than 170 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. It remains a strong supporter of the BFA



and was appointed to the board in 2005. Prontaprint is also a former winner of the prestigious BFA Franchisor of the Year award.

It is also affiliated to the British Print Industry Federation, the British Association of Printers and Copy Centres, the Institute of Printers and XPLO 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 clients advice on copyright issues and help protect businesses from potential copyright infringements.

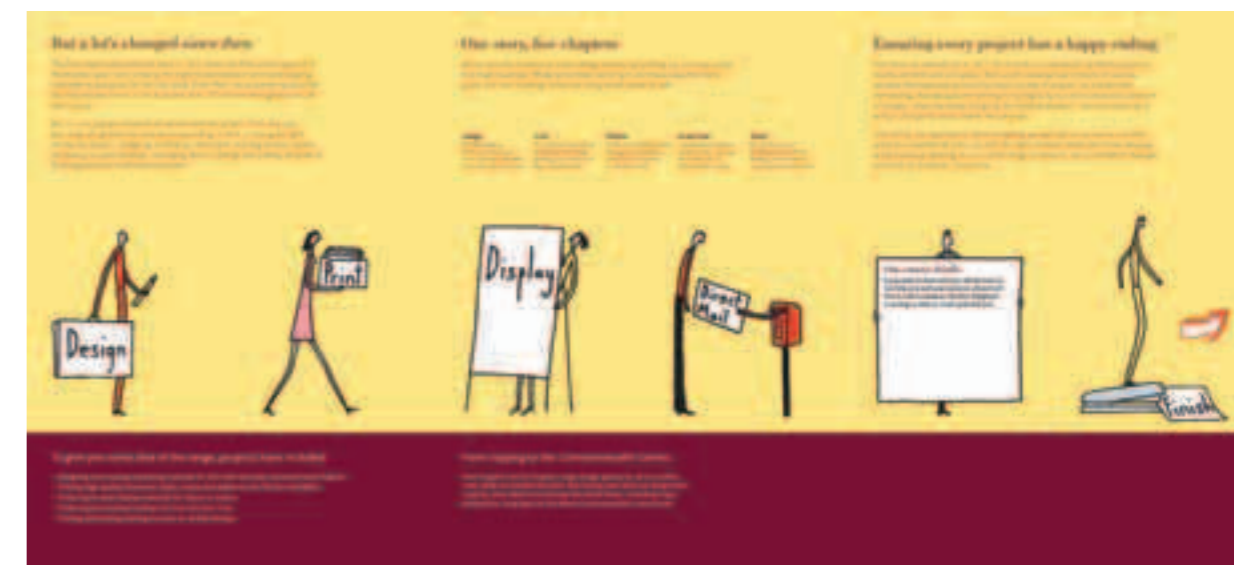


In 2007, Prontaprint won a prestigious Franchise Marketing award for the work it had done repositioning the brand to appeal to higher value business clients; the Best Overall Marketing Campaign award was judged by a panel of experts from the Franchising Industry and the Chartered Institute of Marketing (CIM).

PRODUCT

Prontaprint offers a comprehensive portfolio of business communication solutions to businesses of all sizes including design, print, display, direct mail and finishing services.

Its centres feature the latest design, black and white and colour high volume digital print equipment alongside traditional print capabilities.



The company is committed to an ongoing programme of investment in the latest digital technology to improve and develop its products and services. This allows clients to order what they require, whenever they require it, reduces the need to hold stock, minimises wastage and requires less up-front investment.

With most documents now produced digitally, clients' original designs can be easily enhanced, updated, and amended. Work can also be securely stored electronically at Prontaprint centres, where it can be easily accessed.

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

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.

RECENT DEVELOPMENTS

Proud of its heritage, Prontaprint remains focused on consistently evolving 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 is rolling out a new brand positioning to develop this market further with an investment of over £3 million following almost two years of research.

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, offer 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, learning and 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 coupled with external sales support.

BRAND VALUES

Prontaprint has four key brand values – Close, Connected, Can-do, 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' ensuring 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 guarantees distinctive design and print solutions.

www.prontaprint.com

Things you didn't know about Prontaprint

Prontaprint was the first print brand to be acknowledged as 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 Support was accredited with a prestigious Franchise Marketing award by a panel of experts from the Franchising Industry and the CIM.

1971	1973	1980s	1990s	2000s	2008
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 is currently rolling out a new brand positioning, following an investment of over £3 million and almost two years of research into the market, brand development and training.