



FIRST IMPRESSION GROUP
print > grow > thrive

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CASE STUDY

Solving the Print Procurement Puzzle with **WEB-2-PRINT**

1IG CHALLENGE

Hearth and Home Technologies approached us with a puzzle: Can we construct a **Web-2-Print** portal for their dealers using two different types of incentive programs in which to order marketing materials? Our answer was **yes**.

The real challenge was not just the incentive programs, it was much more comprehensive than that. Our task was twofold: 1. Produce a large portfolio of marketing materials to support several hundred dealers across North America and 2. Build a W2P solution in which to procure them. This type of engagement was going to take all of our talents - W2P, offset and digital printing, wide format printing, fulfillment and shipping - to a whole new level.

1IG SOLUTION

Our process included a team from The First Impression Group along with a team from Hearth and Home Technologies that mapped

out a strategy to efficiently implement a robust, custom W2P storefront. The site enabled a few thousand users to go online and utilize incentive programs to purchase brochures, point of sale items, direct mail and displays. The end result could not have been achieved without The First Impression Group developing a deep understanding of the customer's needs.

1IG DELIVERED RESULTS

The storefront opened in April of 2016 and now serves over 1000 locations, over 5000 users and displays over 400 products, most produced and all distributed by The First Impression Group. We were able to provide all of the printing needs required and the fulfillment capabilities to deliver. With reports to track usage, inventory levels, budget usage and order trends combined with daily communication about website effectiveness, our customer uses real time data to save money and adjust to their dealer's needs.

We came to The First Impression Group with a complex problem we were having a difficult time solving. We needed our network of over 1000 dealers to be able to order our product literature and all our point of sale materials on the same storefront using two different methods of payment. We had talked with several other vendors who either could not or would not do this for us. 1IG Print jumped right in and instead of telling us what we couldn't do, they worked with us to build exactly what we wanted and more. We now have over 1400 happy dealers utilizing the online store to order all our marketing and POS materials. Bart, Bob and the entire team at 1IG Print have gone above and beyond and are one of the best vendors we have ever worked with. They don't wait for us to ask them for something, they come to us with new ideas and better ways of doing things. - **VP Dealer Marketing, Hearth and Home Technologies**

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