

## Reasonable Price, Quality and Speed are Requirements

### 1IG CHALLENGE

Hearth and Home Technologies was struggling with inconsistent pricing, never-on-time deliveries and poor quality from their print vendor. They had several different brochures and dozens of Point-of-Sale(POS) items that simply did not pass the test, and it was hurting their brands.

Delivering a high quality product on time and reasonably priced should be the expectation of all clients, right? **Absolutely.**

### 1IG SOLUTION

The solution was simple: don't just meet the expectations, blow them away. With a highly detailed action plan using various analytics, we were able to dramatically improve the management of their myriad products. Usage reports, minimum inventory reports, a W2P site and strict job and inventory procedures allowed us to lower print costs and minimize

waste. A hands-on, proactive approach to management helped prevent mistakes and assure on-time deliveries. Strict color management and the right equipment lead to consistent quality.

### 1IG DELIVERED RESULTS

In April of 2016, we opened a Web-2-Print storefront. The site now serves as the primary ordering hub for over 1000 locations and over 5000 users. It displays more than 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. We are fulfilling and shipping more than 200 orders a week to locations across North America and trimmed their order turnaround to less than 24 hours. In addition, we have achieved color consistency across all three print platforms - digital, offset and wide format.

We were having issues with cost, delivery and quality from our print vendor and decided it was time for us to look for a new partner. Our main criteria when choosing a new vendor was we wanted one that could print, warehouse and fulfill all under one roof. After vetting out several vendors we chose The First Impression Group. Not only could they meet our needs but they were also able to save us a substantial amount of money. We have been with 1IG Print for over two years and now have them doing all our print, fulfillment, point of sale, direct mail and much more. The First Impression Group is a valued partner and we will continue to grow with them in the future. – VP Marketing, Hearth and Home Technologies