



FIRST IMPRESSION GROUP
print > grow > thrive

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CASE STUDY

Make it Simple, Make it Smart

1IG CHALLENGE

A national commercial real estate company with over a dozen office locations came to us with several requirements. They were looking for a vendor to provide both office and marketing materials as well as signage and displays for their construction sites. Each audience had a different product mix but both had to maintain strict brand consistency. The solution needed to be quick to implement and **simple to use.**

1IG SOLUTION

Working with our customer's team of designers and marketers, we came up with a solution that involved creating two easy-to-navigate Web-2-Print sites. The Print Store was developed for the office locations and contains all of their marketing materials, stationery and paper office products. A second portal was created for their construction sites and is known as The Digital Yard. The Yard contains banners, signage, fence wraps, stencils, decals, and vehicle

graphics. Both sites allow users to navigate, shop and order with ease.

1IG DELIVERED RESULTS

The reception of both sites was positive and immediate. The sites provide reporting that help the customer to make decisions on inventory and production levels. The ability to produce digital, wide format and offset printed materials under one roof has generated strong brand consistency. Additional benefits include:

- Simplified Sourcing
- Consistency across regions
- Improved quality of materials
- State contractor license requirements: 100% compliant
- Reduced overall cost of branded materials

By automating the procurement process, hours of administration have been eliminated. Our customer can use that extra time concentrating on their real job: **growing their company.**

In 2016, we sought to find a printer we could rely on for technical advice, consistently high-quality materials, outstanding customer service, and provide a digital storefront to simplify sourcing of corporate stationery and marketing collateral orders. 1IG knocked it out of the park in every category. Since then, we've launched our second digital storefront with 1IG to streamline the order and distribution process for our construction signs. Both sites have paid dividends – employees love how easy the sites are to use, we now have a holistic view of demand for these items, and we were able to save costs by centralizing production to one printer. I recommend 1IG to everyone I know! – **Director of Marketing**

