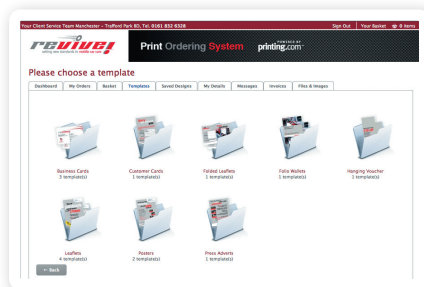# intelligent
web-to-print
for franchised
networks

BrandDemand

by **printing**.com
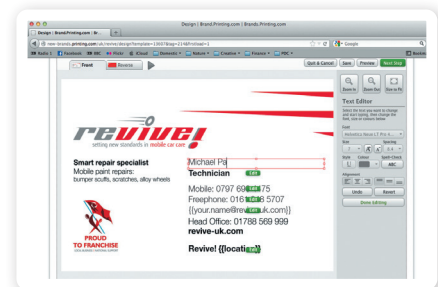
a quick and easy print solution

1 We work with your Franchise Marketing Manager to set-up online Templates that respect your brand
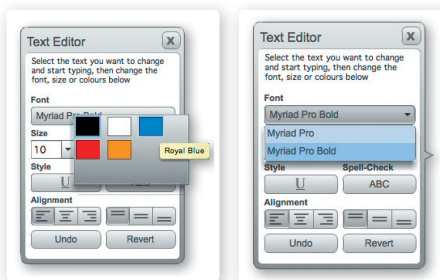

2 Your Franchisees log in to a private site to personalise Templates for the flyers and leaflets that they need

3 Content is made fixed or flexible as required - the Franchise Marketing Manager stays in control

4 The Templates are linked to low-cost, low-volume print solutions

5 Urgent, awkward and low-volume printing just became easier

contents

web-to-print

what is web-to-print?

Web-to-print is a better way for your Franchisees to order their printing. It is ideal for ordering the business cards, brochures, flyers, letterheads, leaflets and compliment slips used across your network.

Your Franchisees do this online via a web-to-print portal. They are able to log on, choose the 'Template' that they need, add their details, and then go on to order their printing. BrandDemand ensures that these orders conform with your national branding.

The editing process requires no special design skills. The online portal is password protected and branded according to your corporate style; providing security and enhancing brand integrity.

For the Franchisor, web-to-print offers a simple way to enhance brand alignment across a franchise network.

Web-to-print also offers financial savings across your network. These savings are achieved by eliminating the need for a professional graphic designer to make simple changes to the address, telephone number or location of your respective Franchisees.

Web-to-print saves time for all concerned as the conventional 'brief taking' and 'proofing' stages are eliminated. As Franchisees themselves edit the Templates, it also eliminates 'transcription errors' by the graphic designer. This simplifies and shortens the overall order cycle.

Web-to-print puts the Franchise Marketing Manager in control. Who can order what? What text or photos are fixed or flexible? Who can approve? What paper and card is permitted? Who ordered what last month, last year? Web-to-print moves the application of this important media to the next level throughout your network.

Web-to-print also provides a way for a franchise network to harness its group buying potential, and provides a way to eliminate job-by-job artwork charges across your network.

Web-to-print saves time and money for the Franchisee and Franchisor alike
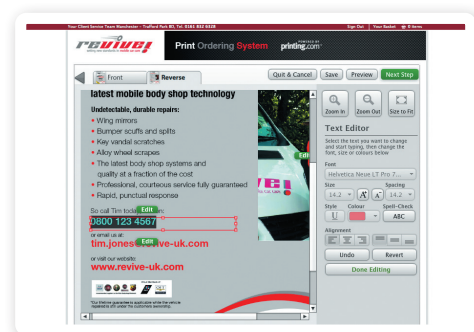
Web-to-print enhances brand alignment across your network

why BrandDemand?

we understand franchising

BrandDemand is a service from printing.com. As a Franchisor ourselves we understand the independence and entrepreneurial characteristics of the Franchisee, coupled with the importance of brand alignment for the Franchisor.

Franchise specific functionality

We know there are many differences between a franchise network and a typical corporate - in particular 'Who pays for what?'

BrandDemand allows the Franchise Marketing Manager to make print buying work the way their franchise structure works. Local purchasing or national campaigns, BrandDemand can be adapted to suit.

Setting up BrandDemand

We meet with you on site during 'Impact Day'. We listen, we understand and we brainstorm to maximise the added value we can bring.

Your Client Service Team then presents the demo system complete with printing Templates for the things you use across your network. We make any necessary amendments and then it's time to go live.

But that's not 'job done'. Because we understand franchising, we work with you to provide dedicated training videos and other collateral to help manage the change process.

The Franchisee experience

There are many web-to-print systems used throughout the printing industry. BrandDemand has been developed by printing.com to provide the most intuitive and intelligent user experience for your Franchisees.

3,000+ fixed price, low-cost print deals

Whether it's leaflets, flyers or business stationery, the BrandDemand system offers a vast choice of papers, card and print finishes. In addition, BrandDemand harnesses your network's buying power with discounts up to 30% v's printing.com prices.

Guaranteed despatch

Every printing.com order is backed by our despatch guarantee. That means there are no delays. Our most popular products are delivered in just 3 working days.

printing.com has been a Franchisor since 2002 and is a full member of the BFA

In 2012, printing. com became the BFA 'Brand Partner' for web-to-print systems

printing.com product range

we don't just produce leaflets

The most significant differential of BrandDemand is the extensive 'Back-End' printing.com product range – with over 3,000 fixed price deals, each with a guaranteed turnaround.

In principle, BrandDemand permits a Franchisee to access any product from the complete printing.com range. However, during the commissioning of the system, the Franchise Marketing Manager has the scope to predetermine which individual specifications are appropriate for their brand. Irrespective of which products are made available, Franchisees (or indeed the Franchisor depending on who is paying) are presented with clear and transparent information in respect of all aspects of the given order e.g. product specification, price, turnaround etc.

The Offer of the Month (OOTM) is an important element of the printing.com service. These offers range from 2-4-1 deals (useful in the case of business cards) through to 30%, 40% and 50% discounts. Importantly, these offers are available via the BrandDemand system, to Franchisees and Franchisors alike – adding the scope for further financial savings.

Urgent: Our most popular products are ready in just 3 working days, guaranteed. Need it faster? Options exist to reduce the turnaround further

Awkward: Our multitude of finishing options make your marketing stand out

Key price points:

Regular Business Cards – 500 for £25
400gsm silk artboard (50% recycled) – FSC certified, full colour one side

A6 Flyers – 5,000 for £99
280gsm gloss artboard – FSC certified, full colour both sides

Recycled Letterheads – 1,000 for £99
100gsm recycled white laser bond – FSC certified, full colour one side

A5 Premium Gloss Leaflets – 5,000 for £99
150gsm gloss art paper – FSC certified, full colour one side

Low Volume: Our print quantities start from as little as 250

Good for urgent, awkward, low volume, and low order value jobs

Low Order Value: Prices start from £49

printing options

specify the printing media for your brand

Once a Franchisee has edited the Template, they are presented with the options available for printing.

You may be more than happy to allow your Franchisees to select different types of paper or card. This may include the myriad of finishing options available via the system, each being clearly detailed for price and turnaround.

Or you may prefer the converse position for reasons of brand uniformity or cost control. A BrandDemand system configured this way would limit the print options to those you've allowed.

A flexible product range with an abundance of options

You control which printing options are available to order via the system

1 pick your size...
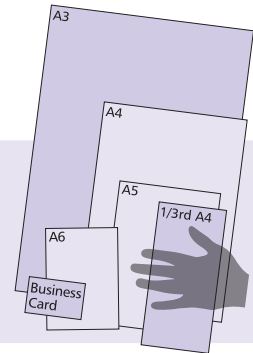
2 single sided or double sided?

COLOUR KEY

⬤ ⊖	full colour one side
⬤ ⬤	full colour both sides

3 which paper or card?

Matt
Gloss Coated
Uncoated
Recycled

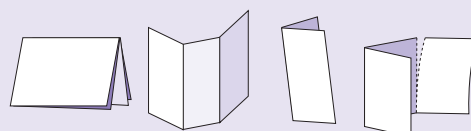|	
100gsm	250gsm
120gsm	280gsm
150gsm	300gsm
160gsm	330gsm
170gsm	400gsm

4 lamination?

Gloss
Matt
Spot UV

5 cut-out or shaped

6 other finishing options

Folded
Creased
Drilled
Perforated
Embossed
Metallic Foil

leading edge production

a sound logistical backbone

**printing.com's state-of-the-art 4,000m²
manufacturing hub is one of the most advanced
printing facilities in the UK. This is achieved by
fusing together high-tech Komori, Heidelberg and
Agfa equipment to create a streamlined, ultra
efficient process. However, the real differential
is founded on the way our software (Flyerlink®),
allows the seamless flow of information from the
Template directly to the production facility shop
floor which serves the UK, Ireland and France.**

Our Quality Management System has been assessed
by BSI and we're certified for ISO 9001, the Quality
Standard.

With printing.com there's no 'waiting for runs to fill up' and unlike
some printers, we offer the widest selection of fixed price deals, each
with guaranteed turnarounds.

Producing many orders requires a sound logistical back bone to the
production facility. It is printing.com's Flyerlink® system that tracks
every job through every stage of manufacture, before automatically
sorting and labelling them ready for despatch.

At the user end our Flyerlink® system also provides a complete order
history, including the actual artwork that was printed. Flyerlink® also
works out the lowest cost carriage options.

The printing.com facility works twenty four hours, seven days a week.
Our commitment to you is that we never say we are too busy, or we
can't 'start the job' until a particular day. The commitment we make
is the production commitment you get.

The Flyerlink® system also interfaces directly with our UK distribution
partners. This means that with the BrandDemand system, you and
your Franchisees can trace your order through every step, including
despatch and delivery.

Quite simply; it's about making the entire process transparent and
efficient for everyone.

**A seamless flow of
information from the
Template directly to the
production facility**

**Flyerlink® controls every stage of production,
from outputting plates, through printing
on our B1 offset presses, to the sortation
of individual orders using our bespoke
SmartPack™ system.**

**Your Franchisees can
track their jobs online,
real time from Template
to delivery**

ISO 9001

FS 565042

Our bespoke SmartPack™ system sorts all your jobs by barcode, providing unrivalled production integrity

Product scanning throughout the process ensures traceability at every stage

Flyerlink® enables the sortation of every job, ready for despatch throughout the UK

BrandDemand – an open system

The Templates can be linked to any products within the printing.com range which provides a multitude of paper choices, finishing options and promotional items.

BrandDemand can also be used to facilitate items that fall outside of the printing.com product range and for personalising and downloading press adverts. This enables the system to provide a complete solution for all franchise network marketing requirements including:

- Rulers
- Pens
- Mugs
- Plastic bags
- Clothing
- Plastic bottles
- Bottle openers
- Mouse mats
- Press adverts
- Desk tidies
- Notepads
- Coasters

...and any other printed materials you may use! Ask us for more details of how the BrandDemand system can support Templates for existing suppliers you may use.

BrandDemand is an open system and can support Templates for your existing suppliers

how templates work

fixed or flexible – you stay in control

Colours can be fixed to reflect house styles or open to Franchisee selection.

Each field can be specified '**Editable**' or '**Non Editable**'.

No more reflow issues! If additional text is added to a text box which is fixed in size, the BrandDemand system will intuitively **reduce the point size** (to a sensible level) or reject the additional text, according to your rules.

You take care of the
shopping.
We'll take **care**
of your car.

Ask Revive! to take a look at your bodywork today.

Revive! repairs those unpleasant bumper scuffs, eye-sore damage to your wheels, and those small annoying scratches on your vehicle. But with Revive! you get more than a paint touch-up. You get a lifetime guarantee* on the work we do, a quality professional service, and a pristine looking vehicle.

Our experts can assess your vehicle and provide a quote with no-obligation.

So call your Michael Patterson today, free on:
0800 123 9988

or email us at:
m.patterson@revive-uk.com

or visit our website:
www.revive-uk.com

*Our lifetime guarantee is applicable while the vehicle repaired is still under the customers ownership.

Bumper scuffs

Scratches

Alloy wheels

reVIVE!
setting new standards in **mobile car care**

Winner
Franchisor
of the year 2010
HSBC Franchisee Support

How much control is given over the **font** itself? Font style, point size, bold or italic is again under the control of the Franchisor.

Photos could be locked within the Template or a Franchisee could change the image to an alternative from your Digital Asset Store.
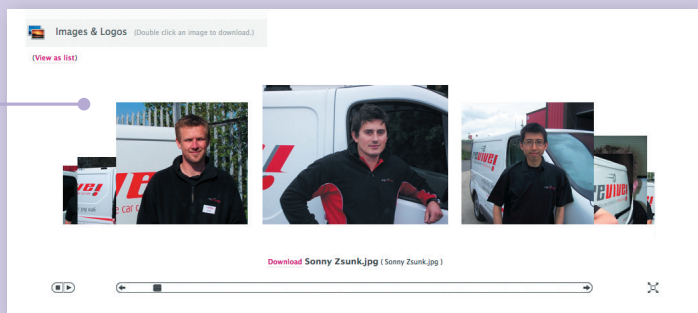
It is easy for new images to be added to the **Digital Asset Store**. Centrally, this could reflect a new photo shoot or locally, a Franchisee adding a logo reflecting membership of a local Chamber of Commerce or Trade Association.

Images & Logos (Double click an image to download.)
(View as list)

Download Sonny Zsunk.jpg (Sonny Zsunk.jpg)

Underpinning the BrandDemand system is the **Digital Asset Store**; an image library containing your logos, photos, icons, maps etc. Essentially all of the digital assets that represent your brand. It's easy, it's intuitive.

making it easy

designed with simplicity in mind

Intuitive, user friendly Templates

BrandDemand Templates are easy to use. The user simply edits the details that they wish to change with features like 'auto zoom' making the process - especially if it involves small type - much easier. The use of fiddly text boxes (common in first generation web-to-print systems) has been eliminated and replaced with an intuitive editing process.

Template library updates - simple

With BrandDemand, it is easy for you to update your Template library as and when required. This is a task carried out by your Client Service Team.

With BrandDemand, Template creation or adaption is no longer an arduous or technical process. This enables your BrandDemand Client Service Team to make Template changes quickly, as and when you need them, with a significantly lower cost than with other systems. Indeed a Template change is free if the previous Template was used 20 times or more.

Brand-centric procurement

With BrandDemand the Franchise Marketing Manager stays in control. The type of paper, card or lamination permitted, along with the print size, can be specified and Templates set accordingly for use by the Franchisees.

Active Updates

This feature automatically adds the Franchisees details such as name, address, telephone number and email address on the Templates for every order.

This saves time by eliminating the need to manually enter these fields every time and also reduces the risk of transcription errors.

BrandDemand offers intuitive Templates with the widest range of low cost print deals - delivered quickly
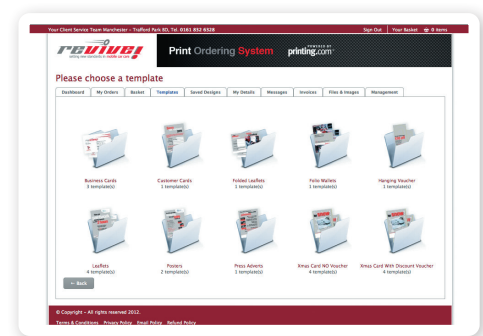
The BrandDemand software runs in any modern browser and is easy to use

intelligent control

the system works with you

The demands on the Franchise Marketing Manager are many and varied. BrandDemand has some clever tools which help you to manage your Franchisee's print orders and streamline your workflow. Logical, efficient, effective.

Approval[+]

This feature allows you to 'double check' orders from new Franchisees whilst allowing experienced Franchisees ' to get on and order'.

Firstly it allows the Franchise Marketing Manager to identify experienced Franchisees within your network who understand your brand guidelines. Approval[+] allows these Franchisees to order without delay. This shortens the order cycle for experienced Franchisees and eliminates unnecessary administration for the central team.

Conversely, the Franchise Marketing Manager may prefer new or inexperienced Franchisees to have their 'artwork' (i.e the Templates that they have edited) approved before the job proceeds to print.

Approval[+] routes such orders (from the inexperienced Franchisees) to the right person in your network for review. Avoiding expensive mistakes that could damage your branding or require reprinting.

Approval[+] routes orders from inexperienced Franchisees to the right person in your network for review.

Marketing Credits

We know that some Franchise networks use some form of marketing credits - BrandDemand makes sense of this.

No two franchise networks are the same in how they work, but in many instances Franchisees are allocated some form of marketing credit from a central fund.

If this type of mechanism is used across your network then BrandDemand has some powerful tools that make the management of this process more efficient.

'Marketing Credits' can be created and allocated easily to Franchisees

printing can be green

shared environmental objectives

As a leading manufacturer of print, we understand our duty to operate to the highest levels of quality whilst respecting the environment.

Our environmental policy forms the cornerstone of our efforts to prevent pollution and continually improve our environmental performance. From a procurement angle this provides you with the peace of mind that we're doing everything we can to make sure your print is produced with the environment in mind.

We've pledged to change more of the paper we use to be recycled or made from wood sourced from well-managed forests certified by the Forest Stewardship Council. The Forest Stewardship Council is a not-for-profit organisation established to promote the responsible management of the world's forests.

We're certified under FSC's Chain-of-Custody programme which means that FSC certified wood is tracked all the way through production until it ends up as your finished printing. 99% of the paper we use is now FSC certified and we've continually increased the number of recycled papers we use.

Our Environmental Management System has been assessed by BSI and we're certified for ISO 14001, the Environmental Standard.

Since 2006 we've planted over 50,000 trees with our partners, David Bellamy and Tree Appeal. Our latest target is to plant 100,000 trees in partnership with schools across the UK and Ireland. Our partners Tree Appeal, plant a tree for every 20 orders we receive, so by ordering from us our customers are also supporting Tree Appeal and doing their bit for the environment. Customers can show their support by adding the Tree Appeal logo to their printed material.

FSC
The mark of responsible forestry
SGS-COC-004676
© 1996 Forest Stewardship Council A.C.

FSC certified

printing.com received the Green Apple Environmental Award in 2009

ISO 14001

EMS 522805

Our commitment to the environment is underpinned by our ISO 14001 accreditation

making it happen

your road map to BrandDemand implementation

1 **Exploratory meeting at Franchisor's HQ**
A chance to find out more (both ways) and demonstrate a mock up of BrandDemand for your franchise.

2 **Follow up meeting at printing.com HQ**
A chance to see, firsthand, printing.com's extraordinary systems and control, that deliver over 99.7% on time. This meeting is optional.

3 **Proposal**
A formal written proposal detailing printing.com's offer to develop a BrandDemand system, including system setup together with proposed discount matrix.

4 **Engagement**
A detailed Service Level Agreement, setting out the day-to-day operational parameters. This would also detail the printing.com commitment to Template updates, performance reporting and evaluation.

5 **Impact day**
Your people and our people; working together to develop the Operational Brief, specifying what Templates you need and what you want them to do. The Impact Day ensures all the right people are in place to contribute, including your external creative agency if appropriate. Some prototype Templates will be made during the day itself. Depending on the scope we aim to deliver the full system within 2-4 weeks from Impact Day.

Impact Day - your people, our people, exploring the options

We aim to deliver the full system within 2-4 weeks from 'Impact Day'

6 Launch

Depending on your company's size and structure, we will roll the system out either in stages or in one national launch as appropriate. We can also adapt training (typically a 2 hour process) to meet your requirements using either face-to-face regional seminars, online 'webinars' or a combination of both as the network size requires.

7 Reporting

The System Administrator and key staff within the Franchise Head Office team have access to a suite of reports showing what has been ordered by respective Franchisees.

8 Performance evaluation and system development

We continuously audit our performance in terms of on-time production and Template creation to ensure conformance with our obligations, as originally set out in the Service Level Agreement.

printing.com present these results formally, on a six monthly basis, as part of an overall service evaluation. We are always keen to listen to feedback from Franchisees and Franchisor alike.

Adaptability and the addition of new Templates are key to keeping the system up-to-date; accordingly additional Templates can be added on an on-going basis. However, the biannual review provides an important punctuation in the relationship and a chance for printing.com to contribute pro-actively to your future plans.
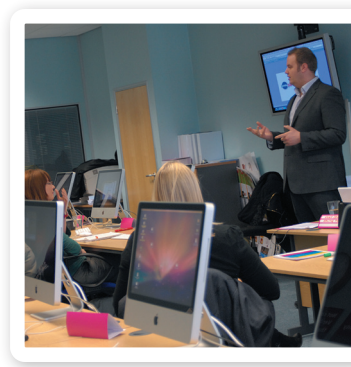
We have facilities to provide regional training in London, Birmingham, Manchester and Dublin

Keep your BrandDemand system up to date to reflect your marketing initiatives

managing the relationship

your client service team

Your Client Service Team, (CST) will manage the installation and set up of BrandDemand alongside the preparation of the various Templates. They also provide the on-going maintenance and management of the system, providing you with a direct point of contact.

Your CST will comprise of an Account Manager, supported by an Account Executive, together with at least one Creative. These will be named contacts, with a sound understand of your objectives, available on an on-going basis.

The CST may comprise of printing.com employees or a team drawn from one of printing.com's 300+ franchised outlets across the UK and Ireland.

Non standard orders

Your CST are also able to facilitate orders which do not directly fit into one of the predetermined Templates. For instance, this could be a brochure or folder that you need for a Franchise exhibition. In any case your CST provides a direct point of contact that understand your brand values.

The system is offered in the UK, the Netherlands, France, Ireland, Belgium, the USA and New Zealand.

BrandDemand and your Franchisees

how best to use the BrandDemand system

Using BrandDemand for national promotions

For a national promotion, a Template would be setup and then participating Franchisees can populate the Template with their own appropriate information.

By co-ordinating national promotions in this way, the administrative burden for your Franchise Marketing Manager is massively reduced.

Using BrandDemand for individual jobs

BrandDemand makes it easy for Franchisees to order individual print jobs. Log on, choose a Template, personalise – the process couldn't be simpler.

The system also allows you to see in real-time, the type of promotions your Franchisees are executing.

New Franchisees

The BrandDemand system makes it easy for your new Franchisees to order everything they need for the launch of their new business. Multiple items that are included in the initial 'starter pack' can be grouped together, making it easy to see what they should be ordering.

Making the payment process work the way you work

On a job-by-job basis payment can be made simply with a credit or debit card. Alternatively if a central levy covers marketing expenditure of this type, then this process can be administrated by utilising 'marketing credits' within the BrandDemand system.

Credit accounts can even be set up for high volume users*

*subject to credit check

appointment cards
bookmarks
business cards
business forms
cd jackets
compliment slips
credit cards
document corners
dvd sleeves
envelopes
flyers
folders
folder inserts
folded leaflets
folio wallets
greeting cards
hand-outs
invitations
key wallets
laser mailers
leaflets
letterheads
mailers
menu covers
notepads
peel & stick folders
place mats
postcards
posters
presentation folders
receipt holders
report covers
scratch cards
shaped/creased cards
showcards
stationery packs
stickers
swing tickets
table tent cards

financials

eliminate artwork costs

Aside from saving time on a job-by-job basis, BrandDemand provides real savings by eliminating the origination costs that would otherwise be charged with a traditional print order, whether itemised or not.

This allows you and your operational staff to order anything from the printing.com Buying Guide (that you've a Template set-up for) without any additional 'extras'.

special deals

With BrandDemand, provided you order over 25 sets over the year, the cost for a standard set of 500 Business Cards (full colour 400gsm card printed one side) is reduced from £49, to just £25 per set.

volume discounts

For volume users of the BrandDemand system, additional volume discounts are available. Discounts of 5% to 30% are offered to organisations with expenditure (pre-discount) in the range of £25,000 to £250,000

costings

The implementation and licence fees for the BrandDemand system and its associated benefits are £1,000 per company. A maintenance cost of £500 is payable annually from the first anniversary of system set-up.

The BrandDemand Licence Fee Covers;

- System set-up;
- 10 Templates, (with additional Templates charged at £50);
- Preparation of the Digital Asset Store and 'Brand' archiving;
- Client Service Team consultancy on the Impact Day;
- Face-to-face training for early day adopters, at a printing.com location in London, Birmingham, Manchester or Dublin, or if required, at your premises;
- 'Webinar' training for the entire network.
- Personalised demonstration video for your franchise network.

The BrandDemand licence fee is reimbursed, once the system has been used for over £20,000 of printing orders in any one year. When this occurs, the maintenance cost (£500 per year) is also waived.

Typically, each year, a Franchisee saves £150 with the BrandDemand system and a network of 50 Franchisees saves approximately £7,500

some background

printing.com is quoted on the London Stock Exchange under the tracker, PDC

BrandDemand takes print procurement to the next level for the Franchisee and Franchisor alike

On a daily basis printing.com supplies many Franchisees on an ad hoc basis

Winner of the 2005 BFA Award for Enterprise

BrandDemand provides a greater fixed price product range in comparison with other Template solutions

" the printing.com founder has served as a director of the BFA "

printing.com operates franchises in the UK, Ireland, France, New Zealand and the US

" printing.com itself has been a Franchisor since 2002 "

printing.com understands the importance of brand coherence and embraces this know-how into the BrandDemand system

printing.com is a previous winner of the British Printing Industries Federation 'Company of the Year'

printing.com sells to over 65,000 companies every year

ISO 9001

ISO 14001

FS 565042

EMS 522805

bfa
FULL MEMBER

FSC
The mark of responsible forestry
SGS-COC-004676
© 1996 Forest Stewardship Council A.C.

BrandDemand®
by **printing**.com

what now?

Interested?
Call the Corporate Team on

0161 848 5707

or email

branddemand@printing.com

to set up an exploratory meeting.

printing.com plc

XB1/TR-AM/10-12/R2.4