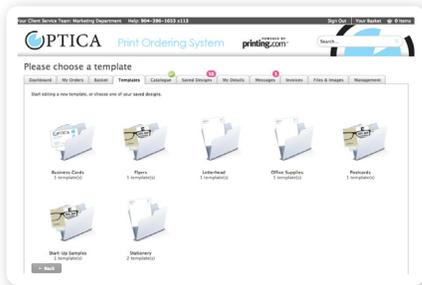


# intelligent web-to-print for franchised networks

BrandDemand<sup>®</sup>  
by **printing.com**

# a quick and easy print solution

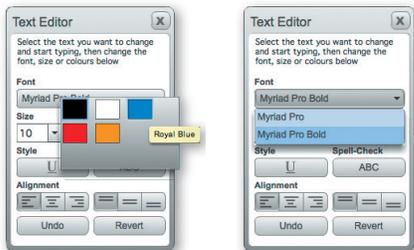
**1** We work with your Franchise Marketing Manager to set up online Templates that respect your brand.



**2** Your Franchisees log in to a private site to personalize Templates for the flyers and brochures 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.



# what is web-to-print?

**Web-to-print is a better way for your Franchisees to order their printing. It is ideal for ordering business cards, brochures, flyers, letterhead, postcards and other print collateral 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 order their printing. BrandDemand ensures that these orders conform to your 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 parties 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 variable? 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.

Setting up a web-to-print system is simple. For a franchised network with an anticipated spend of \$25,000 or more per year, no set-up fee is charged.

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# 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 corporation — 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 fit.

### Setting up BrandDemand

We meet with you on-site during Impact Day. We listen, we understand and we brainstorm to maximize 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 changes and then it's time to go live.

But that's not the end of it. Because we understand franchising, we work with you to provide dedicated training videos and other collateral to help manage the implementation of your new system.

### 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.

### 1,000+ fixed-price, low-cost print deals

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

### Guaranteed shipping

Every printing.com order is backed by our shipping guarantee. That means there are no delays. Our most popular products are shipped out in just 2 working days.

printing.com has  
been a Franchisor  
since 2009.



# printing.com product range

## we don't just produce flyers

The most significant difference of BrandDemand is the extensive printing.com product range - with over 1,000 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 what specifications are appropriate for their brand. Regardless of which products are made available, Franchisees (or the Franchisor, depending on who is paying) are presented with clear and transparent information in all aspects of the order, such as product specification, price, turnaround, etc.

The Offer of the Month (OOTM) is an important element of the printing.com service. These offers range from buy-one-get-one-free deals (useful in the case of business cards) through to 25%, 30% and 50% discounts. Importantly, these offers are available via the BrandDemand system, to Franchisees and Franchisors alike — adding the scope for further financial savings.

### Key price points

**Regular Business Cards** - 250 for \$33

150# premium silk cover - Full-color one side

**5.5"x8.5" Gloss Flyers** - 250 for \$83

100# gloss text - Full-color one side

**Letterhead** - 500 for \$152

70# opaque text - Full-color one side

**8.5"x11" Gloss Brochures** - 250 for \$171

100# gloss text - Full-color both sides

Good for urgent,  
awkward, low-volume,  
and low-value orders.



**Urgent:** Our most popular products are shipped out in just 2 working days, guaranteed. Need it faster? Options exist to reduce the turnaround further



**Awkward:** Our numerous finishing options make your marketing stand out



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



**Low-Value Order:** Discounted pricing based on your volume

# 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.

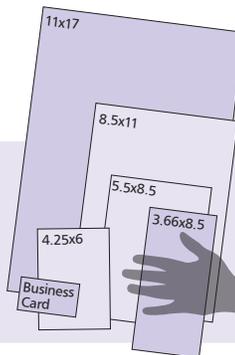
You may be more than happy to allow your Franchisees to select different types of paper. This may include the variety of finishing options available, each being clearly detailed for price and turnaround.

Or you may prefer tighter regulations 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.

### 1 pick your size...



### 2 single sided or double sided?

#### COLOR KEY

full color one side

full color both sides

### 3 which paper?

Matte  
Gloss  
Silk  
Uncoated

70# opaque text	10pt. C15
80# gloss text	100# cover
100# silk text	120# gloss cover
100# gloss text	150# silk cover

### 4 coating?

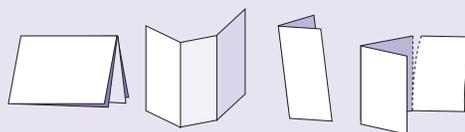
Gloss  
Matte  
Spot UV



### 5 cut-out or shaped



### 6 other finishing options



Folded  
Creased  
Drilled  
Perforated

# cutting-edge production

## a sound logistical backbone

printing.com's state-of-the-art 40,000 sq. foot manufacturing hub fuses together high-tech Komori, Heidelberg and Nexus 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.

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 backbone to the production facility. It is printing.com's Flyerlink® system that tracks every job through every stage of manufacturing, before sorting and labelling them ready for shipping.

At the user end, our Flyerlink® system also provides a complete order history, including the actual artwork that was printed.

The printing.com commitment to you is that we never say we are too busy, or that we can't start the job until a particular day. The commitment we make is the production commitment you get.

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

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

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

## BrandDemand an open system

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

BrandDemand can also be used to facilitate items that fall outside of the printing.com product range and for personalizing and downloading PDF files. 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 pads
- Advertisements
- Desk organizer
- 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.

# how templates work

fixed or variable – you stay in control

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

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

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.

**50% OFF FRAMES**  
With Purchase of Lenses

Optica provides the highest quality frames and lenses, and backs products with a 5-year warranty. Sale only valid at Jacksonville Optica through end of 2013.

**OPTICA**  
123 Main Street  
Jacksonville, FL 32216  
Office: 904-555-2458  
Email: [opticajax@opticaeyewear.com](mailto:opticajax@opticaeyewear.com)  
[www.opticaeyewear.com](http://www.opticaeyewear.com)

Member  
American Optometric Association

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.

Images & Logos View as List

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

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.

# 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 required. This is a task carried out by your Client Service Team.

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

## Brand-centric procurement

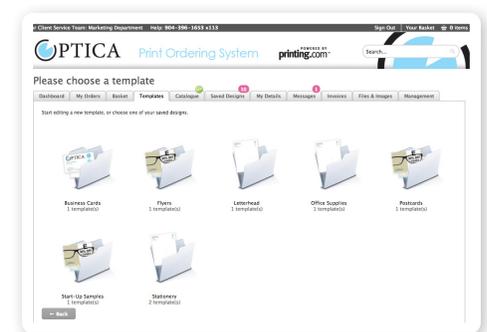
With BrandDemand the Franchise Marketing Manager stays in control. The type of paper or finish permitted, along with the print size, can be specified and Templates set accordingly for use by the Franchisees.

## 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 that help you to manage your Franchisees' print orders and streamline your workflow. Logical, efficient, effective.**

### Approval+

This feature allows you to double-check orders from new Franchisees while allowing experienced Franchisees to log in and order.

First, 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+ directs orders (from the inexperienced Franchisees) to the right person in your network to be reviewed — avoiding expensive mistakes that could damage your branding or require reprinting.

### 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.



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



Marketing Credits can be created and allocated easily to Franchisees.

# 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 ongoing maintenance and management of the system, providing you with a direct point of contact.**

Your CST will be composed of an Account Executive and at least one Designer. These will be named contacts, with a sound understanding of your requirements, and they will be available on an on-going basis.

The CST may include printing.com employees or a team drawn from one of printing.com's partners across the Southeast US.

### Non-standard orders

Your CST is also able to facilitate orders that 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.



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

# 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 coordinating 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, personalize it — 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 office covers marketing expenditure of this type, then this process can be administered by utilizing marketing credits within the BrandDemand system.

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

\*subject to credit check

appointment cards  
bookmarks  
brochures  
business cards  
business forms  
cd jackets  
dvd sleeves  
envelopes  
flyers  
folders  
folder inserts  
greeting cards  
invitations  
key wallets  
laser mailers  
letterhead  
mailers  
menu covers  
notepads  
place mats  
postcards  
posters  
presentation folders  
receipt holders  
report covers  
die-cut/creased cards  
showcards  
stationery packs  
stickers  
hang tags  
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 itemized or not.

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

## special deals

With BrandDemand, provided you order over 25 sets during the year, the cost for a standard set of 250 Business Cards (full-color 150# card printed one side) is reduced from \$44, to just \$33 per set.

## volume discounts

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

## costs

**The implementation and license fees for the BrandDemand system and its associated benefits are \$1500 per brand. A maintenance cost of \$750 is payable annually from the first anniversary of system set-up.**

The BrandDemand License Fee Covers:

- System set-up;
- 10 Templates, (with additional Templates charged at \$79 each);
- 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 the printing.com Production Hub in Jacksonville, Fla.
- Webinar training for the entire network.
- Personalized demonstration video for your network.

The BrandDemand license fee is reimbursed, once the system has been used for over \$25,000 of printing orders in any one year. When this occurs, the maintenance cost (\$750 per year) is also waived.

License fees  
are waived for  
established  
Franchisors.



Typically, a  
Franchisee saves  
\$250 per year in  
printing costs with  
the BrandDemand  
system and a network  
of 50 Franchisees  
saves more than  
\$10,000.

# making it happen

## your road map to BrandDemand implementation

### 1 Exploratory meeting

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, which 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 1-4 weeks from Impact Day.



Impact Day – your  
people, our people,  
exploring the  
options.

We aim to deliver  
the full system  
within 1-4 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.



We have facilities to provide training.

## 7 Reporting

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

## 8 Performance evaluation and system development

We continually 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 presents these results formally, every six months, as part of an overall service evaluation. We are always interested in feedback from Franchisees and Franchisors 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 ongoing basis. However, the biannual review provides an important punctuation in the relationship and a chance for printing.com to contribute proactively to your future plans.

Your Client Service Team can keep your BrandDemand system up to date to reflect your marketing initiatives.



## what now?

Interested?

Email the Corporate Team at

**hello@printing.com**

to set up an exploratory meeting.