Pressero Drives Double-Digit Growth for Business Card Express

About Business Card Express

New England's Business Card Express, with 20 employees and operations in Concord NH, is a leading supplier of business cards, stationery and other printed products to both small and large printers, print brokers, large corporations and government institutions. As a reliable and affordable supplier to the trade, Business Card Express specializes in short-run offset and digitally printed business cards, office stationery and other printed materials. It's E-Print system makes it easy for printers and large organizations to quickly and easily enter orders for high quality, fast turn work.

Challenge

Marc Forest, Vice President at Business Card Express, spent 35 years in the world of commercial print. Business Card Express' owner, Carl Lehmann, brought Forest on board in 2015 to help the company enter the world of web-to-print. "The industry took a hit in 2008," Forest says, "and many smaller printers went out of business. Carl saw the need to take the company to a more modern infrastructure that could offer 24/7, anytime/anywhere access, making it easier for our trade customers and large organizations to get the products they need – quickly, accurately and affordably." In looking for a solution, Forest was determined not to purchase any silo-based solutions. "I wanted everything to be software as a service (SaaS), cloud-based every step of the way. I needed elements that would easily integrate with each other, not a bloated, one-size-fits-all solution where I didn't even need half the options. Let the vendors upgrade and maintain their services. I just wanted to focus on production with the tools that would make us more efficient."

Solution

Under Forest's leadership, Business Card Express opened its first online storefront in 2015 using Aleyant's Pressero Storefront and now has more than 80 storefronts operational. "I liked the product," he says, "but even more, I liked and respected the Aleyant team. I actually initially bought into the company. For something as mission critical as this, partnering with an organization you trust is critical." Forest also understood the need to link front-end and back-end systems, using Aleyant's embedded services to link its Presswise MIS and Automated Workflow Integrator (AWI) to automate the process of sending files to Ultimate ImpoStrip for imposition in preparation for print.

a **aleyant**®

Aleyant • PO Box 641, Wheaton, IL 60187
Toll-free: 800.571.2138 • Local: 630-929-0104 • Fax: 630-929-0104 • info@aleyant.com • www.aleyant.com

Results

As a result of these implementations, Business Card Express has grown 15% over the past two years. "We're bringing new customers on weekly now," Forest says, "and this is mostly due to our storefront implementation. Too many online storefronts in our industry look like they were created by printers. With Pressero, the look and feel of the sites, and their ease of use, is what sells. I can't tell you how often potential customers say, after they have seen a demo, 'This site is beautiful; I can't wait to use it!'"

Forest also points out that as soon as Pressero was installed, the company became a global service provider. "Our very first storefront client was a telecom chip provider," he says. "We were doing about $4,000 per year in printing for them over three or four years. We demo'd a storefront, and their print buyer was all in. Now we have six sites, supporting Japanese, Chinese, Taiwanese and Spanish and are doing more than $50,000 in print annually for them. They love the solution. Another client, a pharma company, is thrilled with the fact that its staff can order business cards from the field via their iPhones. This has been a real win/win for us and for our customers."

Forest explains that, from his perspective, web-to-print is all about peace of mind. "One of the keys to peace of mind for us is Pressero embedded services running within Presswise," he says. "When we beta tested this, I immediately knew it was a piece of the puzzle that had been missing. It's now standard for employees to log in and run embedded services every day. You can see the progress of each job with all the background action happening. The logs it generates are very detailed. If problems occur, you know exactly where to go and what to do to fix them. It gives us the ability to manage orders down to the individual level, even pushing jobs through that were put on hold for approvals, for example, when we know the approvals are not required."

Business Card Express offers offset, digital and thermographic services. "If you need 50 or 100, or even 1,000 data sheets for a show, just log in, order, and they are quickly there," Forest explains. "Our sweet spot is 2,500 units or less, for business cards, letterheads, envelopes, data sheets and other short-run printed products. Our small-format offset press, digital press and thermography solution, together with our automated, end-to-end workflow enabled by Pressero and its integration with Presswise, enable us to efficiently, affordably and profitably deliver high quality, fast-turn product to our customers with virtually no opportunity for error. My job is to create less touches all the way through, from order entry to imposition to production and finishing, and we have streamlined that. What used to take an hour to get to press, I can get to press within 10 minutes now."

For Business Card Express, the Pressero implementation is just the beginning of its modernization program. "We have lots more to do, and we continue to add capabilities and streamline processes. As we speak, we are launching a new site for our printer customers that will give them web-to-print access. We still get a lot of email and even faxed orders, and we need to move as much as we can to Pressero for the ultimate in efficiency and the highest service levels. We process about 3,000 orders per month, with about a third coming through storefronts. This one big site will push 90% of our orders from printers through Pressero, making us pretty much a complete web-to-print shop. It's been an amazing experience!"