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“We wanted a print company that offered simple proofing, print management & good logistics”



Now print buying is so simple it can help protect you're brand.

Case Study

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A new style of print buying gives customers a simple way to manage entire portfolios of print items quickly, easily and cost effectively.

Explorer Cruises is part of a global shipping organisation. Their tours consist of "once in a life time experiences" to Antarctica. When they launched their luxury consumer tours they required printed marketing material that was simple to update, could be ordered easily and dispatched quickly to various UK & Worldwide destinations.

To meet this demand Print Worx provided the client with the PrintWorx Online system. With no initial outlay or ongoing running costs, Explorer Cruises had their entire print portfolio uploaded online within a few days, allowing them to access everything from a standard web browser. Not only did the system allow Explorer Cruises to access all their print material, it allowed them to quickly check stock of items that could be ordered online. Furthermore it was now possible to edit the artwork of certain products, using customisable templates and create instant PDF proofs ready for in-house approval.

"We now have a visual catalogue of our marketing material with a strong reporting functionality," explains Will Ellerington, CEO of Explorer Cruises. "With stock level monitoring and reorder notifications, online proofing, job status notification and various levels of user security, PrintWorx Online has proved to be a highly effective way for Explorer Cruises to manage its print spend"

Having various stakeholders in the UK and Worldwide made it extremely easy for individual offices to order items at different times throughout the day or night. With each office being given its own individual log on, their print spend and product availability could be limited as per the requirements of the Marketing Department. For instance, administration offices could create and order business cards whilst agents could personalise and proof their brochures for their local market.

"The system is very straightforward & looks excellent. All staff have commented on how easily it is to use. It has helped us enormously to save time and money"

By tailoring which catalogue items could be edited and varying product availability, Print Worx worked with The Marketing Department to help protect the Explorer Cruises Brand. Being available 24/7, 365 days a year, The Marketing Department didn't need to worry about any brand variation during the flexible times of use.

"...the effect of this kind of software in our commercial environment cannot be overestimated. It's now easier to protect the Explorer Cruises Brand, as well as unite the different offices of our organisation under HQ led marketing campaigns. These benefits alone have helped Explorer Cruises simplify its print buying, but the system also saves us a large amount of money..."