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Project:	ThermaTru Trims Costs and Boosts Effectiveness Through Customized Collateral Management and Production
Vertical Market:	Manufacturing
Business Application:	Collateral Management/Personalized Sales Collateral

Business Objectives

- Save time and money on marketing material production
- Create an easy-to-use system for territory managers and distributors to create customized marketing collateral
- Maintain quality and consistency of corporate marketing materials

Results

- Production time reduced from months to less than one month.
- Within the first two months that the system went live, 36 builders and distributors used it to create several hundred pages for various brochures
- Builders and distributors can create their own brochures online.
- Ease of use is resulting in more brochures in the market yielding more ThermaTru door sales.

Business Need

Anyone who has ever built or remodeled a home knows there are hundreds of choices that have to be made, and that the appearance and quality of the doors can dramatically impact the value of the home. It's no surprise then that manufacturers are willing to spend significant amounts of money on sales collateral for their products. ThermaTru is no different since the price for a single door can range from several hundred to several thousand. The total cost for all the doors needed in a single house can top tens of thousands or more. ThermaTru had been using multi-page, full-color sales brochures as sales aids for distributors and custom builders for some time. Builders and home supply stores such as Lowes use these brochures to acquaint customers with the many options available to them.

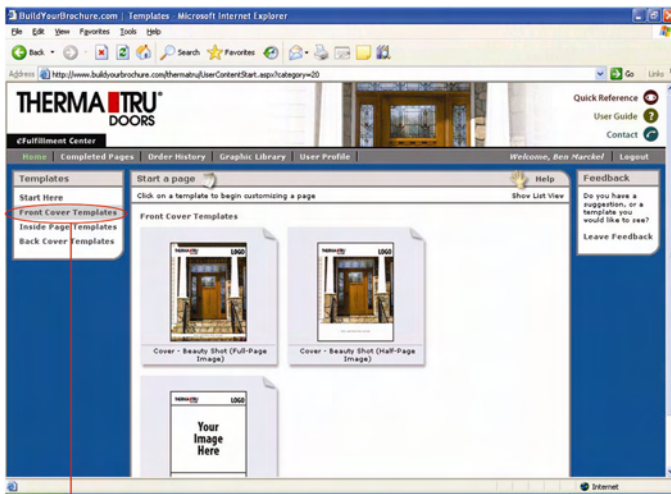
The company had found, though, that there was a lot of manual processing and time involved in creating the brochures. The design stage was particularly time consuming. It could take as long as six months to produce a single brochure.

Workflow

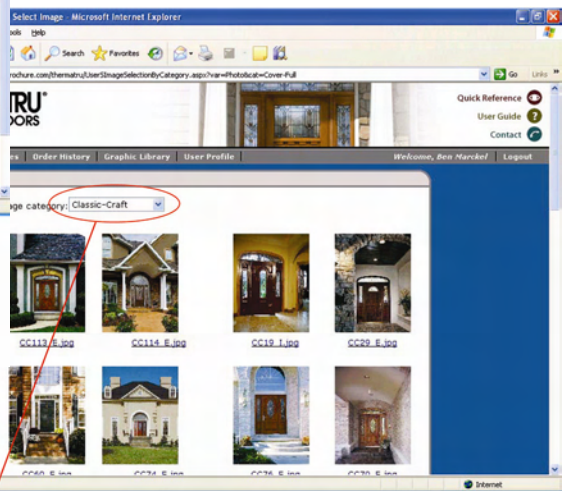
Having used Metzgers for seven years, ThermaTru asked Metzgers to bid on a project to create a Web-to-print system that would enable builders to create and order customized brochures online. Metzgers won the bid in part because it was able to design and build a custom system that would accommodate all of ThermaTru's requirements.

The system allows the distributors or the custom builders to create a brochure with up to 32 pages. The average brochure contains images of a wide range of doors, all in full-color and printed on glossy stock. When the user enters the site, they are first taken to the pricing and page count selection. Here, they can choose to build the brochure themselves, or have Metzgers create the brochure for them. Pricing information is provided for both options. The user then selects the quantity to order.

The process of customizing the brochure begins with the front cover. The user is presented with three front cover designs to select from and they can choose from hundreds of images available in the Therma-Tru library, or upload their own. They can also customize this template with their own logo. The layout adjusts depending on the marketing message and graphics selected.



Choose the Front Cover Templates in the side navigation to view options, then choose the cover option you prefer



Choose the product line you wish to show, then click the thumbnail to select the image

The user then customizes the inside pages. There are over 40 layout options for the inside pages, including layouts that can accommodate up to 21 images on one page. The user selects which product family out of 23 options they wish to highlight and selects individual product images. Copy is also chosen from a list of 25 pre-approved marketing messages. These messages are inserted in the brochure and the format automatically adjusts to accommodate for the text.

Complete the steps including page number, product family and marketing message options/position

To create the back cover, users are given the choice of three templates with the ability to customize products, marketing messages and images. The user's address and contact information are pre-populated and added to the brochure. The last step takes the user back to the confirmation page where they can preview their brochure and checkout.

ThermaTru's marketing manager and territory manager review the pages online as part of the review and approval process before the brochures are printed at Metzgers.

Driving Traffic

Within the first two months that the system went live, 36 builders and distributors used it to create several hundred pages for various brochures. During the launch phase of the project Metzgers hosted a series of Webinars with the Therma-Tru marketing department to let the builders and distributors learn about the new system. Metzgers and ThermaTru are working together to spread the word about the new system through direct mail and are offering incentives for builders and distributors to give the system a try.

Reasons for Success

So far, the users have found the system easy to use with only a little effort required to understand the process initially. Joe Metzger, President of Metzgers, recalls that the first person to use the system was a distributor who created and ordered a 16-page brochure. Afterwards, the distributor likened the process to assembling a gas grill—a little tough but after the first few “bolts” it was a smooth process.

This application won an Honorable Mention in the Collateral Management category for PODi’s 2009 Best Practices Awards.



Client	<p>ThermaTru www.thermatru.com</p> <p>Headquartered in Maumee, Ohio, Therma-Tru Doors manufactures fiberglass and steel exterior door systems. Founded in 1962, today the company offers a wide array of entry and patio door system solutions, including decorative glass doorlites, sidelites and transoms, and door components.</p>
Print Provider	<p>Metzgers Printing and Mailing www.metzgers.com</p> <p>Founded more than 30 years ago as a type house, Metzgers has steadily expanded its services to include digital prepress, digital printing, six-color printing, and direct marketing as well as a full-range of printing, mailing and fulfillment services.</p>
Hardware	Xerox iGen4 with in-line Duplo booklet maker and Xerox Freeflow RIP
Software	Pageflex Storefront
Target Audience	Home builders and remodelers and their customers
Distribution	Print orders vary, minimum order 100 brochures
Date	February 2008, ongoing