



easy web-to-print  
for franchised &  
multi-site networks

BrandDemand<sup>®</sup>  
by [printing.com](http://printing.com)

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# a quick and easy web-to-print solution

Your web-to-print system is designed to **compliment your existing branding.**



**01** We will build you a private web-to-print system and fill it with your branded templates.

**02** Users in your network can log in, edit the templates and place orders 24 hours a day.

**04** Run reports each month to keep up to date with the activity across your network.

**03** You can review all of the orders before they are completed, if required.

You will have a **complete view** of all the order activity.



The ordering process is **quick and easy.** Use the system to order print or to download a PDF.



Print orders will be despatched within the **guaranteed turnaround time.**

# web-to-print

## what is web-to-print?

Web-to-print is a general term which refers to print orders that are transacted online. These orders could be for flyers, leaflets, business cards, stickers, pens or even mugs.

Most web-to-print orders involve an element of personalisation. In this instance a customer would enter their name and contact details into a custom built Template – such as a business card – before confirming the quantity and type of card needed and then ‘checking out’.

## why use a web-to-print system?

**To save time.** The traditional process for ordering print would involve contacting a printer, requesting a quote, ordering a new job, waiting for a proof, requesting changes, before finally signing the job off for print. This could take up to a week and then it may then take an additional 5-7 days for the order to be produced. A web-to-print system simplifies this process and allows orders to be placed in minutes, rather than days.

**To save money.** Costs attributed to paying a designer to make changes are removed as this is done by the user at the time of ordering. A web-to-print system will also allow you to harness your group’s buying power – giving access to discounted products and special deals.

**To improve brand alignment.** A ‘brand’ is important to every businesses no matter what the size. There is a danger however, that within a large multi-site or franchised network the brand may become diluted. By ordering from Templates on a web-to-print system Head Office has greater control over how the brand can be used, ensuring that it remains consistent throughout the network.



## do I need a web-to-print system?

If you find that your central resource is being eaten up with managing print orders, or your brand is being diluted across the network then a web-to-print system can solve these problems for you.

Similarly, if you have a network of people who all need to place print orders using a common brand, then a web-to-print system is the easiest, most cost effective and secure way to enable this.

## **“why BrandDemand?”**

BrandDemand is an easy to use web-to-print system developed by printing.com.

It has been designed with user experience in mind and comes complete with a range of integrated features to make the print ordering process as easy as possible for you and your network.

Take a look at some of these features over the next few pages and discover how a BrandDemand system could benefit your network.

# marketing microsite



**“The system comes with a clever piece of code which means our users do not need to remember their passwords...”**

**James Mattam**  
BDM TaxAssist Accountants

## **Personalised Microsite**

The BrandDemand system is centred around a fully branded marketing microsite. Colours, fonts and your logo are used to customise the microsite to complement your brand. Users from your network securely log in to the private microsite with individual usernames and passwords - keeping everything secure.

## **Automatic Log in**

Already log in to your own company system? This optional feature automatically gives your users access to your BrandDemand system when they are logged into your internal system – eliminating the need to remember multiple log in details.

## **Files & Images Folder**

Think of this as your easy access, central resource to store all your brand components. Company logos, pictures, manuals and documents can be stored here and shared with your network at the click of a button. Files are stored securely and can be accessed wherever you are, whenever you want.

# template library



BrandDemand offers intuitive  
Templates with the widest range of  
low cost print deals.

## Template Library

Inside the microsite, all of your branded marketing Templates are stored in one easy to access area – the Template Library. You can start off with an initial suite of Templates at launch, and then add to the library over time to reflect your changing ideas and marketing initiatives.

When a user in your network is ready to order, they simply browse through the library, choose a Template, and personalise it with their details before placing an order.

## Folder Management

The marketing Templates can be sorted into folders and named by product type, service type, season, etc. to make them easy to find. Templates can be made visible to the whole network, or to individual users as required and can appear in multiple folders too.

## Fixed -v- Flexible

You decide which areas of the marketing Templates should be editable and which areas should be locked. Your Client Service Team will apply your preferences to your Templates, ensuring that your network can only use them as you intended. See page 13 for more details on how templates work.

## Active Updates

A clever, time saving tool that will pre-fill the Template with certain details when a user opens it. Information is drawn directly from the user's account information - saving time and also reducing the risk of transcription errors.



# management tools



**“...our BrandDemand system allows us to quickly set up new franchisees and easily manage users.”**

**Sarah Cressall**  
MD The Creation Station

## **Management Tools**

The BrandDemand system contains a suite of management tools to enable your central marketing team to control user access and efficiently oversee the marketing activity throughout your network.

Only users with 'Administrator' access level will have access to these tools.

## **Manage Your Users**

Quickly create new accounts for branches or individual users, control access to your system, assign access levels and settings to users depending on their role.

## **Approval+**

This feature allows you to check and approve artwork centrally, before the order proceeds to print. This feature can be disabled for experienced users who understand your brand guidelines, and enabled for new or inexperienced users.

## **Marketing Credits**

Marketing credits enable centrally funded marketing initiatives to be managed in an efficient way. Credits are easily created and allocated against individual branches to use against their next order. Ideal for starter packs, to encourage the use of a new initiative or as a reward.

## **Reports & Analytics**

Access and download reports detailing your network's marketing activity 24/7. Understand who is ordering what, and importantly who is not.



# on-going support



Your Client Service Team will be named contacts with a sound understanding of your objectives.

## System Support

We know that learning to use a new system can sometimes be a challenge, especially when you have a large network of users to consider. With BrandDemand you get access to all the help you need to get the system up and running, as well as on-going support to answer day-to-day operational queries once the system is in use.

## Your Client Service Team

At the start of the project, you will be assigned a Client Service Team. These named contacts will be available on an on-going basis to provide system support to you and your network.

## Training

Once the system has been built, you can choose to roll it out in stages, or launch across your whole network at once. Either way, your Client Service Team will provide training to all users, which will be delivered via webinar or regional seminars as appropriate.

## Design Service

Need design at short notice? Your Client Service Team can offer graphic design services for last minute, or one off projects. Similarly, if you wish to rebrand, we can offer design packages to suit with the added benefit of updating your Template library at the same time.

## Review

Every six months your Client Service Team will meet with you to review all aspects of your system and to discuss how it is being used throughout your network. The outcome of these meetings will shape the development of your system in the future.

# printing.com products



Product scanning throughout the process ensures traceability at every stage.

## Print Products

BrandDemand includes a ready-made print supply chain. It is fully integrated with the extensive printing.com product range – 6,000+ product options, each with a guaranteed turnaround. Tell us what products represent your brand, and we'll only make those options available to your network.

## Print Discounts

Harness your network's buying power with discounts up to 30% off standard prices, as well as monthly offers of up to 50% off.

## Turnaround

The most popular printing.com products are delivered in just 3 working days as standard, but our flexible turnaround options allow you to choose your turnaround, and your price.

## Guaranteed

printing.com products are backed by our turnaround promise. If we fail to despatch your order on time, we'll give you a print credit to the full value of your order. In the past two years, we've despatched 99.8% of orders on time, or early.

## Production

All our print orders are produced in our UK based production hub. The hub is equipped with the latest technology to ensure the highest quality for your products. We're also certified for ISO 9001, the Quality Management Standard and ISO 14001, the Environmental Standard.

The BrandDemand system can also be used to order items that fall outside of the printing.com product range and branded stock pick items such as pens, clothing and mugs.

# franchise tools



**“Branding is complex, but at its nucleus, consistency is paramount.”**

**Tony Rafferty**  
CEO printing.com plc

## **Franchise Printing**

The BrandDemand system has been developed by printing.com – a Franchisor since 2002. Printing.com understands franchising and the complex relationship between Franchisee and Franchisor.

Studies have shown that the ‘Brand’ is one of the most important considerations for prospective new franchisees, so keeping it strong and consistent is essential.

BrandDemand provides a platform that satisfies the print requirements for a franchise network, encompassing the entrepreneurial characteristics of the Franchisee as well as maintaining brand alignment for the Franchisor. Many of the BrandDemand management tools have been built with the needs of a Franchise network in mind.

## **British Franchise Association (BFA)**

Printing.com has been a full member of the BFA since 2002 and the founder of printing.com has formerly served as a director of the BFA.

## **BFA Brand Partner**

In 2012, printing.com became the BFA Brand Partner for web-to-print systems due to the in-depth, practical and personal knowledge of franchising exhibited.

# pdf downloads



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

## **PDF Downloads**

BrandDemand can also be configured to allow PDF downloads\*. This means that once a user has personalised a Template - they can choose to download a PDF instead of ordering a printed item.

This PDF could be sent to a preferred supplier for printing or emailed to a newspaper for use as a press advert. This enables the system to provide a complete solution for all your marketing requirements.

\*PDF generation charges apply.

# how templates work

**Colours** can be fixed to reflect house styles or open to user 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.

How much control is given over the **font** itself? Font style, point size, and colour is again under your control.

Winner Franchisor of the year 2010 HSBC Franchisee Support

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.

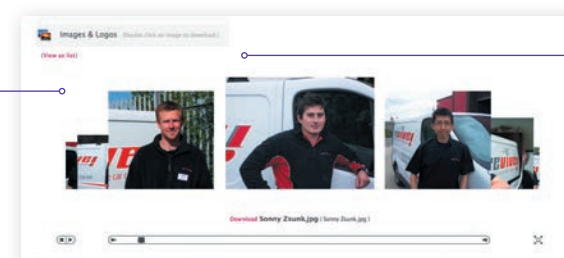
So call your Michael Patterson today, free on: **0800 123 9988**  
or email us at: **m.patterson@revive-uk.com**  
or visit our website: **www.revive-uk.com**

Bumper scuffs  
Scratches  
Alloy wheels

\*Our lifetime guarantee is applicable while the vehicle repaired is still under the customer's ownership.

revive! setting new standards in mobile car care.

**Photos** could be locked within the Template or a user could change the image to an alternative from the Files and Images Folder.



It is easy for new images to be added to the **Files and Images Folder**. Centrally, this could reflect a new photo shoot or locally, a User adding a logo reflecting membership of a local Chamber of Commerce or Trade Association.

Underpinning the BrandDemand system is the **Files and Images Folder**; an image library containing your logos, photos, icons, maps etc. Essentially all of the digital assets that represent your brand.

# roadmap

## 6 steps to make it happen

### 1 Exploratory meeting

This provides an opportunity for you to find out more, to ask questions and for us to show you a mock up of how a BrandDemand system would look for your network. This is usually conducted over a 40 minute webinar.

### 2 Proposal

A formal written proposal detailing the offer to develop a BrandDemand system, together with a proposed product discount matrix based on the size of your network and anticipated use.

### 3 Engagement

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

### 4 Impact day

The Impact Day ensures all the right people are in place to specify what Templates you need and what you want them to do. Depending on the scope of the system we aim to deliver the full system within 2-4 weeks from Impact Day.



*Impact day - all the right people in one place to contribute, including your external creative agency if appropriate.*

### 5 Launch

Depending on your company's size and structure, we will roll the system out either in stages or in one national launch. We can also adapt training to meet your requirements using either face-to-face regional seminars, or online webinars.

### 6 Performance evaluation and system development

Your Client Service Team will present the results of on-time production and Template creation on a six monthly basis, as part of an overall service evaluation.

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.

# prices

## savings

By using the BrandDemand system, your network will be able to leverage their group buying power and get print discounts of 5-30% depending on the size of the network and anticipated spend.

In addition to this, they will also benefit from monthly offers of up to 50% off selected products.

The BrandDemand system also eliminates amendment fees on a job-by-job basis – automatically saving an average of £30 per print order.

## cost

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 Files and Images Folder;
- Client Service Team consultants on the Impact Day;
- Training for the entire network;
- Personalised demonstration video.

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.

Prices are subject to VAT



**“Introducing the BrandDemand system was about getting better brand alignment across our network and finding one more way for our franchisees to save money...”**

**Mark Llewellyn**  
MD Revive!





## **i like it. what now?**

Call us on

**0161 848 5707**

or email

**branddemand@printing.com**

to set up an exploratory meeting.

[www.branddemand.com](http://www.branddemand.com)

Third Avenue | The Village | Trafford Park | Manchester | M17 1FG