



Already one of the leading forces in the UK design, print and copying market, Kall Kwik continues to add to the range of services offered by its UK-wide network of Centres and is rapidly gaining a reputation for creative design that makes business print even more effective. At the same time, the company has expanded into new markets including email communications and web-to-print.



Market

With virtually every UK business requiring professional design, print or copying services, the total market exceeds £1 billion per annum. Kall Kwik is the UK's largest design and print group – with a seven per cent market share – and the company is proactively helping Centre Owners to expand into new market sectors.

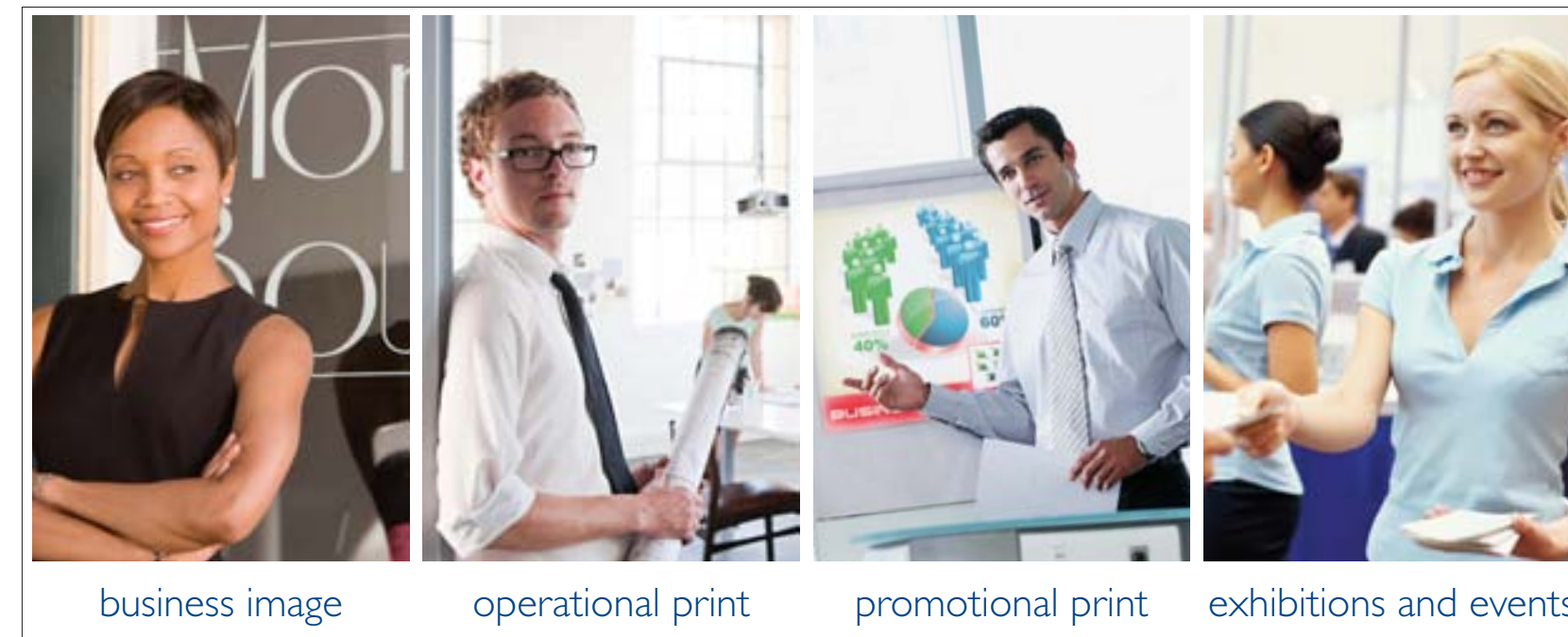
Today, as businesses and public sector organisations seek to improve efficiency and focus on their core activities, there's a growing need for suppliers that offer a wider range of services, so that administrative burdens are eased and fewer suppliers need to be briefed for each project. While building on its strong position in the traditional print market, Kall Kwik is introducing non-print products that help

Centre Owners respond to customer demand for integrated communications services.

Product

For many design and print projects, 85 per cent of the total spend goes on creative design – leaving just 15 per cent for print. Therefore, by placing greater emphasis on selling design services, Kall Kwik is helping Centre Owners to

1978	1979	1999	2005	2008	2010
The company is founded by Moshe Gerstenhaber, who purchases the master franchise from the US Kwik Kopy organisation.	The first Kall Kwik opens in Pall Mall, London.	Kall Kwik UK is acquired by Adare Group, the leading provider of print, mailing and data management solutions throughout the UK and Ireland.	Kall Kwik UK is named Franchisor of the Year by the British Franchise Association. Kall Kwik also launches D2D and the first k design studio opens in Winchester.	Kall Kwik celebrates its 30th year of trading and the number of k design studios grows by 20 per cent.	Kall Kwik launches its web-to-print solution: Kall Kwik Studio.



increase order values. In addition, as the choice of printer often lies in the hands of a project's designer, Kall Kwik Centre Owners that work with customers at the design level have greater ownership of the entire project. This design-led sales strategy is helping to position Kall Kwik as a trusted advisor in design and print; Centres are able to engage with customers from the outset of a project, contribute ideas on a consultative basis, and oversee every aspect from design through to print.

In line with market research, Kall Kwik has reorganised its business offering into client-focused categories around the business lifecycle. The new categories are: business image (encompassing logo creation, corporate identity and business stationery); operational print (such as invoices, statements and purchase orders); promotional print (including leaflets, brochures, flyers and posters); and

in design-related business was achieved through support programmes that helped Kall Kwik and kdesigngroup Centres to recruit and train skilled design personnel.

Recent Developments

Long established in printed direct mail services, Kall Kwik is now helping clients to execute email-based communications. The emphasis is on offering an integrated service with help at every stage – from sourcing targeted email address lists, to design, copywriting, email distribution and monitoring click-through rates.

Kall Kwik Studio is an innovative service whereby Kall Kwik offers clients an online ordering facility and works with them to create a portfolio of standard templates for a range of printed items. The online templates enable clients to offer their employees

Centre Owners. It selects only those candidates who have the necessary qualities to build a successful business and support Kall Kwik's reputation for consistently high customer service. Once a franchise agreement has been signed, the sales team oversees Kall Kwik's Marketing Launch Promotion (MLP) programme, which provides business and marketing support. Following the 12-month MLP programme, Kall Kwik Centre Owners continue to receive direct access to specialist marketing and business expertise in order to help generate demand and manage growth.

Brand Values

Brand image is vitally important – both in attracting new Centre Owners and promoting services to each franchise's customers. To Centre Owners, Kall Kwik represents an established, respected brand with a proven business model. For customers, Kall Kwik offers a convenient, local service that has access to nationwide resources.

creative printing clever thinking

exhibitions and events (comprising pop-up banners, displays and signage).

Quick to recognise the potential of new technologies, Kall Kwik continues to adopt the latest in digital print. Personalised print – whereby printed items include content that is personalised to individual recipients – is just one area in which Kall Kwik helps customers to ensure that items such as direct mail stand out from the crowd.

Achievements

Over the years, Kall Kwik has won many awards for its franchise model including the prestigious title of Franchisor of the Year from the British Franchise Association.

Kall Kwik has also accelerated the development of its design services offering. During 2008, Centre Owners undertook a record level of design and consultancy work and the number of Kall Kwik's specialist kdesigngroup Centres grew by 20 per cent. This growth

a self-service facility for the generation of new brochures, business cards or promotional materials. Logos and key design elements are fixed within the template, in order to ensure consistent layout and branding. The customised items can then be checked online before the final order is placed. Kall Kwik Studio helps to streamline the entire design, proofing and ordering process, which helps customers to reduce administration overheads, cut costs and eliminate errors.

Promotion

Kall Kwik has steadily increased the resources it devotes to generating sales leads for Centre Owners. While many new campaigns promote specific products and services, Kall Kwik's marketing team has used a range of techniques to help Centre Owners publicise their consultative approach to solving business communications issues.

The company has expanded its Franchise Sales Team, which works closely with potential

The company strives to ensure consistency across the franchise network. Each Kall Kwik Centre provides customers with access to an approachable team of design, print and communications experts, capable of contributing ideas to transform a concept into a finished product that achieves better results.

Things you didn't know about Kall Kwik

Across the group, Kall Kwik employs more graphic designers than any other UK private sector company.

Kall Kwik's corporate clients include Parforce Worldwide, Saks Hair & Beauty and Dulux Decorator Centres.

Kall Kwik has been recognised as a Business Superbrand for eight consecutive years.