

prontaprint

trusted to deliver, every time.

Prontaprint has maintained its position at the forefront of the corporate print-on-demand market by delivering distinctive design and print solutions, underpinned by a commitment to first class customer service. Through its ability to evolve and adapt to changing customer needs, Prontaprint has grown to become the largest and best-known brand in the business.

Market

In an age where design and print technology are rapidly developing, the business print world demands the very latest digital know-how the minute it hits the market.

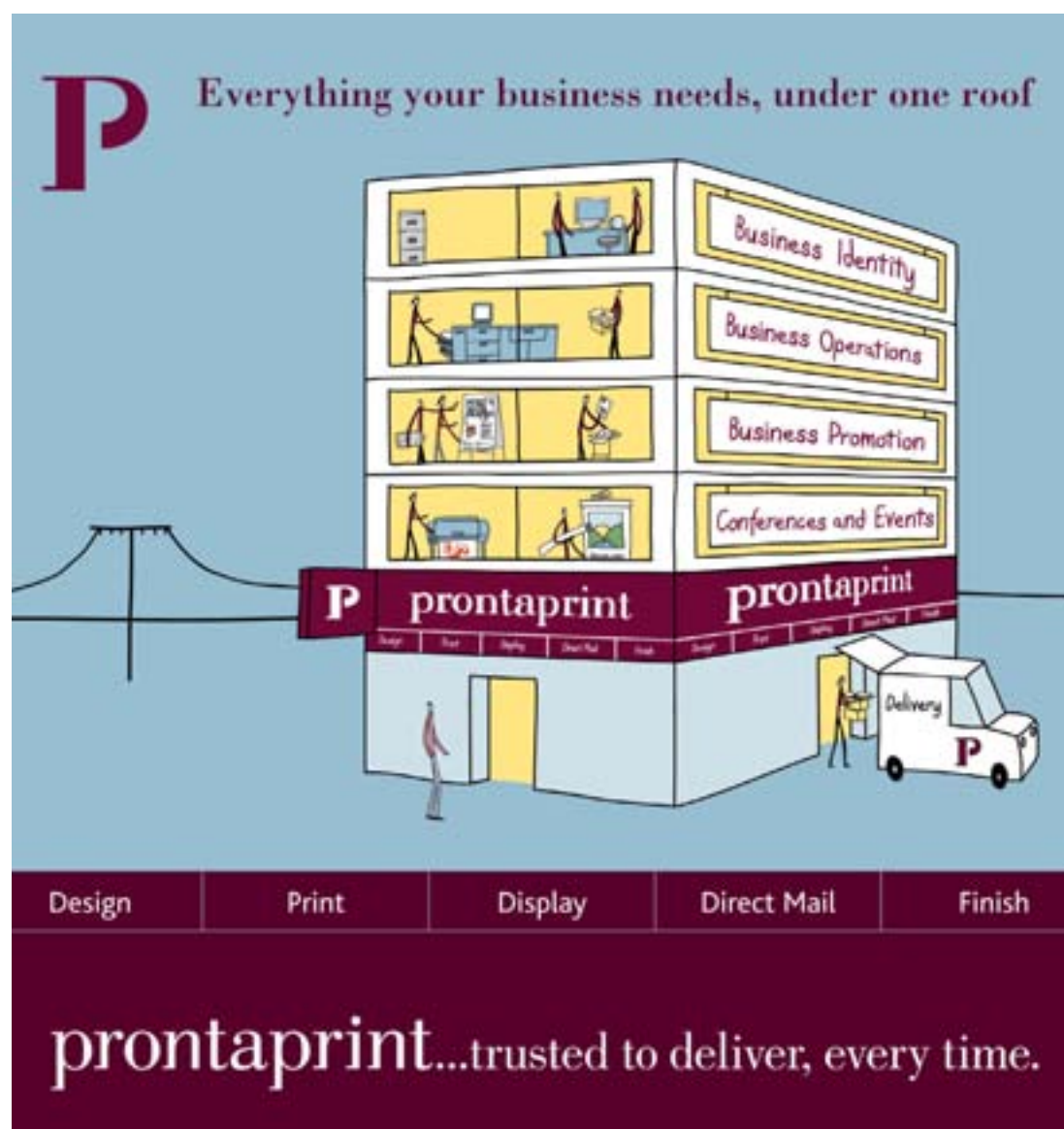
Prontaprint is exploiting its commercial design and print expertise, concentrating on tailored communications for business clients – and the number of centres with turnover in excess of £1 million is growing rapidly. By remaining client-focused, understanding their needs, Prontaprint ensures that its network is in a strong position to capitalise on major changes within the business-to-business market.

In recent years, clients have increased in-house capabilities, becoming digitally enabled and web-smart. In response, Prontaprint has repositioned itself to provide an enhanced business offering covering the full business life cycle, comprising business identity, business operations, business promotion, conferences and events.

Product

Prontaprint offers a comprehensive portfolio of business communication solutions to businesses of all sizes, from design, print and display through to direct mail and finishing services. An ongoing programme of investment in the latest digital technology ensures its centres feature the most up-to-date design and digital print equipment alongside traditional print capabilities.

With most documents now produced digitally, clients' original designs can be enhanced, updated and amended, while work can also be securely stored electronically at Prontaprint centres. The versatile nature of



the Prontaprint digital network means that material can be supplied to one centre and sent out digitally across the network to be produced at different centres simultaneously,

simplifying distribution and increasing capacity and efficiency. This not only saves the client time and money with reduced wastage and storage costs, but also improves competitive

advantage by enabling clients to respond to market opportunities quickly.

Prontaprint's direct mail service focuses heavily on the use of variable data printing, enabling images and text to be customised to the recipient. This service, offering one-to-one marketing solutions, underpins Prontaprint's consultancy approach to servicing clients.

Achievements

Established 40 years ago, Prontaprint now has a fully integrated European network of nearly 125 digitally linked centres across the UK and Ireland, and employs more than 1,100 people with an annual turnover in excess of £30 million.

The company is a founder member of the British Franchise Association (BFA) and played a crucial role in establishing a regulatory body for the franchise industry. A former winner of the BFA Franchisor of the Year award, Prontaprint was appointed to the Association's board in 2005. It is also affiliated to the British Print Industry Federation, the British Association of Printers and Copy Centres, the Institute of Printers and XPLOR International.

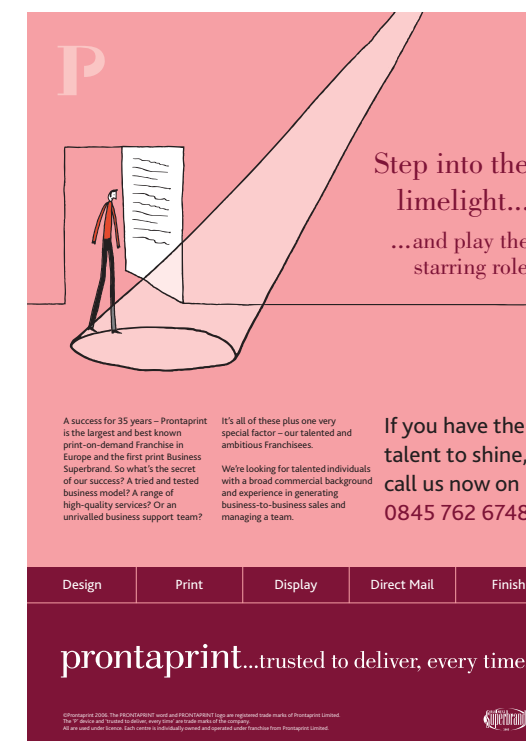
Prontaprint was the first national print-on-demand network to sign a formalised licensing agreement with the Copyright Licensing Agency. This allows licensed copying of specified material within agreed limits. Prontaprint is therefore able to offer clients advice on copyright issues and help protect businesses from potential copyright infringements.

In 2007, Prontaprint won a prestigious Franchise Marketing Award for the work it had done repositioning the brand to appeal to higher value business clients; the Best Overall Marketing Campaign award was judged by a panel of experts from the franchising industry and the Chartered Institute of Marketing. In 2008, Prontaprint went on to win the title of Best Brand Management at the Franchise Marketing Awards.

Recent Developments

Proud of its heritage, Prontaprint remains focused on consistently evolving the brand to meet changing client needs in the commercial design and print market. With a corporate client base including British Airways, NEXT, Hush Puppies and Dixons, Prontaprint has rolled out a new brand positioning to develop this market further, investing more than £3 million following almost two years of research.

In 2010, Prontaprint launched its bespoke web-to-print service, Prontaprint Gateway, across the UK and Ireland. The system provides clients with 24-hour access to an online Gateway, where they can personalise pre-approved artwork templates, view proofs and place print orders. The service has applications in



many businesses but is especially suited to large organisations and multi-site operators that want individual outlets to be able to order customised printed materials at a local level, but also need the guarantee that their brand integrity is maintained.

Promotion

Prontaprint has been transformed from a high street print and copy shop into a key player in the B2B print-on-demand sector through continual investment in its brand on a local, national and international level. It has maintained its market leading position through a sustained and structured approach to business planning, sales and marketing strategy at both macro and micro levels.



Marketing activity is based on extensive client feedback and market research. Independent in-depth surveys of existing, lapsed and potential customers help to identify changing factors of importance among small, medium and large businesses when buying print and related products and services. In light of such research, Prontaprint has reorganised its offering into more client-focused categories based upon the business lifecycle: business identity (encompassing logo creation, corporate identity and business stationery); business operations (such as invoices, statements and purchase orders); business promotion (including leaflets, brochures, flyers and posters); and conferences and events (comprising pop-up banners, displays, signage and exhibition stands).

Prontaprint believes that consistent and regular external sales and marketing activity is central to the ongoing profitable growth of each centre. This activity is focused on the acquisition, retention and development of



business clients. It also provides franchisees with a wide range of central sales and marketing tools and resources to enable them to grow their businesses locally, coupled with external sales support.

Brand Values

Prontaprint has four key brand values – Close, Connected, Can-do and Collaborative. 'Close' focuses on building long-term relationships with clients on a one-to-one level. 'Connected' refers to Prontaprint's network of talented and experienced people as well as the use of technology. 'Can-do' reflects the business culture of getting things done; whatever the job, large or small, Prontaprint aims to go the 'extra mile' ensuring it is 'trusted to deliver, every time'. Finally, 'Collaborative' reflects Prontaprint's belief that talking to clients is the start of a two-way conversation, rather than a one-way sales pitch. By working in partnership with clients and each other, Prontaprint consistently guarantees distinctive design and print solutions.

Things you didn't know about Prontaprint

Prontaprint was the first print brand to be acknowledged as a Business Superbrand.

Prontaprint is a former winner of the British Franchise Association's Franchisor of the Year award.

Prontaprint's central brand management was accredited with a prestigious Franchise Marketing Award in 2008.

1971	1973	1980s	2009	2010	2011
The first Prontaprint centre opens in Newcastle upon Tyne, aiming to overcome the high prices, large minimum orders and long lead times associated with traditional commercial printers.	Following the signing of the first Franchise Agreement, the Prontaprint business model goes from strength to strength.	The company continues to expand widely across the UK, as well as into international markets.	Prontaprint completes the roll out of a new brand positioning, following an investment of more than £3 million and almost two years of research into the market, brand development and training.	Prontaprint commences the roll out of its bespoke web-to-print service, Prontaprint Gateway.	Prontaprint celebrates its 40th anniversary.