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# PODi Digital Print Case Studies

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<b>Project:</b>	<b>Children's Art Project Reduces Costs and Increases Product Options with Web-to-Print</b>
<b>Vertical Market:</b>	Not-for-Profit
<b>Business Application:</b>	Specialty Printing/Consumer

### Business Objectives

The Children's Art Project (CAP) is a nonprofit organization which raises money to help make life better for children with cancer. Funds are raised through the worldwide sales of seasonal note cards and merchandise which are imprinted with artwork produced by pediatric patients at MD Anderson Cancer Hospital. Many of the greeting cards are sold as static runs and in retail stores, but custom cards and envelopes can be ordered.

Historically, imprinted cards and envelopes had been produced using a small single-color offset press to overprint the name onto offset printed full-color shells. The overprinting method incurred considerable waste as a certain set amount of shells had to be purchased. If they weren't used the shells would either be thrown out or sold wholesale. There were also costs arising from inventory storage.

The ordering process was cumbersome and prone to errors. Many orders came in by phone or fax, and then had to be keyed into CAP's internal system by temporary workers or volunteers. Although customers could place orders on the CAP website, CAP personnel still had to manually enter the orders into the proprietary CAP system to maintain a record of the orders. The whole process required a rather long turnaround time of two to three weeks.

A new solution was needed to address these many issues.

### Results

With web-to-print technology ImageSet set up an online catalog for CAP that contained all of the available cards. The web-to-print solution has streamlined the ordering and production process and has enabled CAP to offer new products and features.

- Errors due to inaccurate data input were significantly reduced
- Turnaround time was cut from two to three weeks to less than five business days

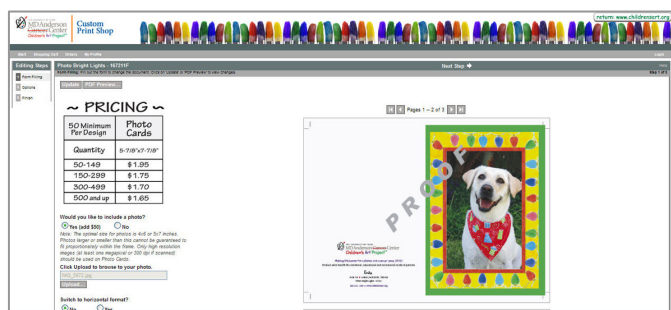
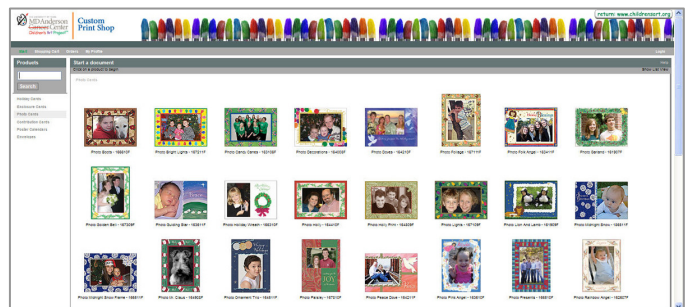
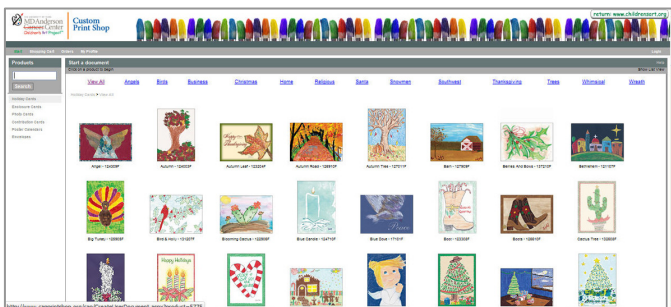


- Labor costs for order processing were trimmed as customers were able to place their own orders online
  - Approximately 70% of orders now come in via the online store
  - Instead of multiple temporary workers CAP now only needs one person during the peak season
- With print-on-demand availability customers have more artwork choices
- Customers now have additional options such as personalizing the standard greeting, adding logos, signatures and even photos
- Customers can see a live preview of their card as they personalize it
- In addition to holiday cards CAP now offers other products such as calendars and photo cards

### User Interface

After logging on to the CAP website, customers can choose a specific card design, personalize their message, pick a font and color for the message, add signatures or logos, add an envelope address in a font and color of their choice, and view an online proof of both the card and the accompanying envelope. Customers receive an automated email once their order has been shipped.

Over 250 product templates are currently available via the online catalog. Additional improvements were made to the system in 2007, by adding the ability to upload personal color photos for printing on the card, as well as online payment.



### Workflow

The peak ordering season for CAP is August to December. The new highly automated workflow made it possible to process over 3,500 individual orders, with quantities ranging from 50 to 10,000, representing 1.8 million cards and envelopes, over a 3.5 month timeframe. Of the 3,500 orders, virtually none of the cards had problems due to order processing or shipping, an improvement attributable to the new online ordering system.

CAP staff can track orders online and pull weekly reports to track sales. This information has been used for targeted marketing to drive site traffic and orders.

### Driving Traffic

The Children's Art Project generates \$1.5 million annually, which goes back to making life better for children with cancer. To drive traffic to the site CAP sends offers to previous customers including information on their order from last year. To reach prospective customers CAP sends catalogs to a purchased list.



### Reasons for Success

For this highly successful solution ImageSet Digital was inducted into MD Anderson Hospital's Vendor Hall of Fame.

Best practices learned from this solution are:

- **Make order placement easy for your customer.** The new online ordering solution gives CAP's customers more flexibility, more product options and a faster turnaround. Plus the user interface is very easy to use.
- **Use web-to-print to reduce costs.** A web-to-print solution can eliminate waste due to obsolescence, reduce inventory costs and save on labor.

<b>Client</b>	MD Anderson's Children's Art Project <a href="http://www.childrensart.org">www.childrensart.org</a> The Children's Art Project is a nonprofit organization which raises money to help make life better for children with cancer through worldwide sales of seasonal note cards and merchandise which are imprinted with artwork produced by pediatric patients at MD Anderson Cancer Hospital.
<b>Print Service Provider</b>	ImageSet <a href="http://www.imageset.com">www.imageset.com</a> ImageSet specializes in digital print-on-demand services and the many direct marketing solutions that digital technology makes possible such as variable data printing, integrated direct mail campaigns, and automated web-to-print programs. Their innovative technology solutions help customers simplify collateral ordering, improve document workflow, and increase response rates to direct mail. Results include savings on print procurement costs, better brand control, faster time to market, and improved ROI on marketing campaigns.
<b>Hardware</b>	HP Indigo 5000, Riso laser printer (for custom envelopes)
<b>Software</b>	Pageflex, Filemaker
<b>Finishing</b>	Duplo
<b>Target Audience</b>	Supporters of MD Anderson Hospital as well as the general public
<b>Distribution</b>	1.8 million cards and envelopes over a 3.5 month timeframe
<b>Date</b>	Launched in 2006, ongoing