



coreprint allows you to...
Version.3

...stand out from the crowd

Coreprint is the online suite of print management solutions from Vpress currently being used by organisations in over 100 countries worldwide, including many of the leading print and print management companies in the UK. With the ability to edit, proof and order print online, Coreprint provides a simple, efficient and flexible means of managing brand integrity, administrative processes, procurement and print production, whilst offering savings of between 40 and 70 per cent of costs, savings which reap rewards for both customer and supplier.

Personalised text and images can be incorporated and updates or changes can be made quickly and easily, before print ready files are fed directly into the production process. With prices starting from just £99, Coreprint allows you to stand out from the crowd.

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Vpress is proud to sponsor the 2008 QIP Print Management Company of the Year Award



Winner: Adare International

Adare has demonstrated excellent print management by providing significant savings for its clients through the use of its MC2 software solution.

One company that needed print management was Tie Rack, a global retailer of ties and fashion accessories with 260 stores across 26 countries.

Due to Tie Rack's broad product range and various store types, each campaign could consist of 600+ permutations of POS in 15 languages, with offers determined by gender, geography and language, as well as airport tax-free variations. Traditionally central marketing teams managed campaigns manually, making this a complicated and time-consuming process.

Tie Rack decided to implement Adare's MC2 e-portal solution

to automate and streamline the campaign management life-cycle.

MC2 is a modular suite that combines store profiling, automated campaign planning/management, DAM, e-enabled print sourcing, fulfilment and distribution, along with tracking procedures throughout the supply chain. All 260 stores were audited for profiles and requirements and MC2 integrates with Adare's e-procurement portal for e-auctions.

According to Tie Rack's marketing director, the use of Adare's MC2 technology has halved the time it takes to get a campaign into stores, and released 36% of Tie Rack's print budget through savings of 26% in direct procurement and 12% in cost avoidance. Two people have also been freed up to focus on the core marketing objectives.

Judges' comments

The winning entry demonstrated proof of going above and beyond its clients' requirements, and provided solid numbers that showed how this supplier has made a real difference to the cost and effectiveness of the print it manages.

Supplier

Category

The Print Management Award

Shortlisted

HH Associates

Minimail (JDA Group)

Springwood

Webmart

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