



C A S E S T U D Y

ImageSet helps Multi-Location Manufacturer Maintain Brand Control and Centralize Collateral Ordering

BACKGROUND

As the largest US provider of lifting services and products, Delta Rigging & Tools was experiencing the challenges of rapid growth. Founded in 2005, the company had grown through a series of acquisitions resulting in 14 different locations, with six divisions.

THE CHALLENGE

Delta management recognized that in order to build a strong brand, Delta's marketing materials would need to consistently reflect the quality Delta desired to be known for. Because the various divisions produced their own sales materials, there was virtually no brand consistency throughout the organization.

In order to maintain brand quality and provide the sales and marketing teams with the resources necessary to engage prospects and close deals, Delta CMO Eric Johnson wanted to centralize the production of the company's marketing materials. Because ImageSet had produced and printed Delta's product catalog, he approached ImageSet's VP of Marketing and Sales, Kathi Woolsey, for help in achieving his goal.

THE SOLUTION

Using its technology tools for creating automated print-on-demand programs, ImageSet built a secure online marketing portal to house the many marketing materials and assets Delta currently used. These included:

- Stationery items (Letterhead, business cards, memo pads, envelopes)
- Sales Sheets and catalogs and wall calendars
- Binders

Authorized purchasers could go online, select a desired product, and then customize it to their specific location or branch office. Orders placed by corporate administrators are processed using corporate purchase orders. Orders placed by personnel in the field can be charged to their corporate credit card. This allows charges to be applied directly to their independent cost centers. Management receives a monthly report which recaps all orders placed for that month.

While most items are produced on an as-needed basis on ImageSet's digital presses, some items are printed on offset presses in advance, and shipped and fulfilled as requested through the online catalog. For each product placed on the site, consideration was paid to annual volume, customized content and distribution requirements. This pre-planning helped to ensure minimized waste with maximized brand consistency across all marketing materials. The site was deployed within one month.

RESULTS

- **The problem of inconsistent marketing materials has been eliminated.**
- **Management has control of the ordering process, and is able to maintain a history showing materials usage by division and individual.**
- **Turnaround is within 48 hours of ordering - considerably faster than the typical local print source was able to provide.**

CUSTOMER QUOTE

ImageSet's involvement in both the procurement automation and the graphic production of the online catalog earned the following comment from Eric Johnson: "ImageSet helped Delta develop and build what is fast becoming the leading brand for heavy lifting and rigging in the United States ... and has delivered consistently excellent service and quality."

