

Professional Quality Desktop Printing



EPSON STYLUS PHOTO 2100

Australian Corporate Writing

Founded in 1996 by ex-IT journalist and editor Keir Wells, Australian Corporate Writing (ACW) provides writing and publishing services to an international base of leading IT vendors. Over the years, the company has established for itself a strong reputation as being the most highly regarded writing and publishing service provider to the IT industry – a reputation Wells intends to use as a basis for major business expansion over 2004 and 2005.

Balancing Cost with Quality

In early 2003, with an eye towards growing the business and introducing a range of new writing and publishing services, ACW planned a "rolling" direct mail marketing campaign that would carry on over a six-month period.

According to Wells, the main challenge was achieving the fine balance between available financial resources and quality of the direct mail materials.

"Because the campaign was going to take place over an extended period, the information on the mailers – particularly dates for special offers – would be changing," Wells said.

"Getting new mailers printed every time I needed to change information was going to cost far too much. Also, I only needed 50 mailers at a time because we have very targeted campaigns and generally get a higher than average response.

"In commercial printing, volume of scale really only kicks in when you're

printing large numbers, so whether I printed 50 or even 5,000 mailers, it would have cost me pretty much the same," Wells continued. "I just would have been wasting an enormous amount of paper every time I needed mailers printed."

Added to the potential costs of reprinting the company's mailers were those associated with printing on CDs, which were needed to distribute electronic copies of brochures and other support materials. "I was looking at having to spend around \$3,000 over six months for a small marketing campaign," Wells said.

"Then, if I wanted to extend the campaign or change the design in any way, I'd have to spend an additional couple of thousand. This may not be much for big businesses, but for smaller operations such as ACW, it's all hard fought for money that's needed for wages, rent and of course, let's not forget the government's regular cut of the company's profits."



An In-House Solution

After assessing various quotes from different printing houses, Wells finally decided to trial an in-house solution using the EPSON Stylus Photo 2100 – an A3+ seven-colour printer with direct-to-CD printing capabilities. In commenting on his decision, Wells said: "I have been using EPSON printers for well over 15 years and apart from always having had great performance from them, I've always found the printing quality to be nothing less than the best."

Already having had the design of the campaign's postcard mailer done by a professional designer, Wells trialed a number of different EPSON papers to determine which would provide the best result. Given the mailer was designed for two-sided printing, he opted to use EPSON Double-Sided Matte Paper. "I've been involved in printing and graphics for many years," he said, "and to be quite frank, the quality of print I get from the Stylus Photo 2100 is every bit as good as with a commercial printer."

Making It Personal

With the initial print run of only 50 mailers completed, Wells created a mail-merge file in Microsoft Word with information specific to each of the campaign's targeted companies. This included names of the companies

and references to their types of operations. He then ran each of the mailers through the Stylus Photo 2100 once more, using Word, finishing up with a set of 50 personalised mailers.

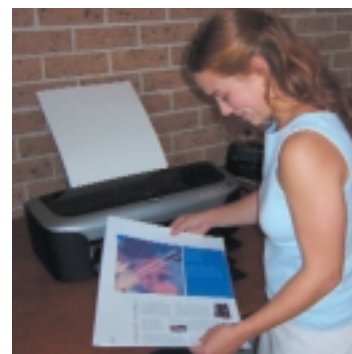
"The result was fabulous," Wells said. "We also carried the 'personal touch' through to the CDs. Whenever we need to send off a CD – whether it contains electronic brochures or simply copies of files we have prepared for a client – our office manager uses the Stylus Photo 2100 to print our logo, description of the CD's contents and recipient's name direct to the CD surface.

"We're constantly getting comments back from clients about how professional the CDs look; and that's enormously important for a company such as this where presenting a professional image is essential!"

Saving \$Thousands

Following the successful launch of ACW's rolling marketing campaign, Wells estimated that using the Stylus Photo 2100 would deliver a nett saving of at least \$2,000 over the first 12 months. Even factoring in the costs of ink, paper and time, Wells believes this figure is actually on the conservative side.

"During the first four months of the campaign, where we went out with two different



mailers, the purchase price of the printer, ink and paper was just about the same as it would have been for the commercial printing," Wells said.

"This means we've paid for the printer within a matter of months. Then, with at least two more mailings – each with slightly different mailers – going out over the next six-to-eight months, we're saving at least \$1,000 each time.

"Let big businesses support commercial printers. As far as I'm concerned the Stylus Photo 2100 gives my company a better result and saves money."