

XMPie-Based Web-to-Print Capability Boosts Print Three's Relevancy *By Derrick Doi*

How do print and graphic communications franchisors deliver value to their franchisees? At Print Three Franchising Corporation (www.printthree.com), a key focus is a powerful e-commerce system that enables Web-to-print and one-to-one marketing services for each Print Three location. It also serves as the backbone of a print and distribute network among the 56 Print Three franchises in Canada and—through a strategic marketing alliance—260 AlphaGraphics locations in the United States.

Franchises that use the system to its fullest—running one-to-one campaigns—are among Print Three's top performers, registering double digit revenue growth compared to average annual growth of 3-5%, said Print Three President Andrew Hrywnak.

Now Print Three is rolling out a new service that provides "one-to-one marketing campaigns in a box" with template-based multi-channel programs targeting vertical markets. The new service, provided by FingerPrintPics (www.finger-printpics.com), is ready to use with no additional programming and should enable three-quarters of Print Three franchises to offer one-to-one services this year; up from about half today, Hrywnak said.

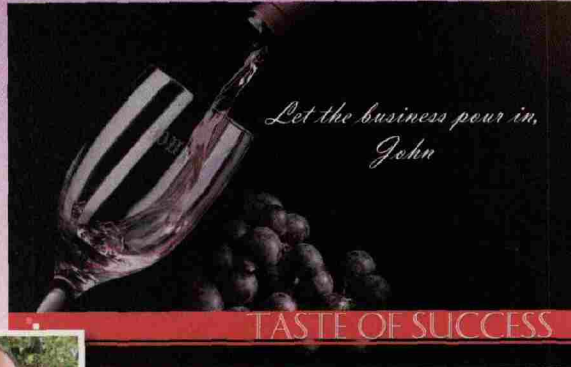
"We're a network that has changed dramatically over the last six or seven years," he explained. "We want to get across to our customers that their documents have a life cycle, and that we're here to help them at every phase of that life cycle, from developing the messages they want to give their customers to reporting the results they get from their marketing campaigns."

The effort began six years ago with a re-branding around the tag line, "Print Three, Smart Document Centres—The intelligent way to do business." Store designs and marketing materials were refreshed, and a new Web-to-print facility developed by Toronto-based Racad Tech, Inc. (www.racadtech.com) began offering a storefront, inventory management, fulfillment, and the foundation for the distribute-and-print capability.

The system's first significant upgrade occurred in 2007, when Print Three acquired one-to-one marketing software from Xerox stand-alone business unit XMPie, Inc. The XMPie PersonalEffect Cross-Media solution enabled full personalization of content in campaigns that combine print, email, personalized URLs (websites), and other media—and a dashboard for reporting results. And because XMPie is built using open industry standards, it integrated with the existing Web storefront, enabling all of Print Three's Web-based services to be accessed from one portal.

Another critical resource was added in 2008: a centralized production facility offering 24/7 offset printing, bindery services, and fulfillment. Most franchises focus on digital printing—90% of their printing equipment is from Xerox—and not all have mailing services, so the 150,000-square-foot Toronto plant plays a vital role.

To help develop the one-to-one marketing business, Hrywnak generates business leads for franchises with monthly promotional campaigns to high ranking executives. The campaign materials regularly win Frankie Awards



Print Three President Andrew Hrywnak

Print Three educates its customers about one-to-one marketing by using a cross-media campaign with postcards and PURLs to invite them to learning events. A live demo demonstrating the effectiveness of one-to-one campaigns can be found at wineandcheese.printthree.com.

for top creative work from the Canadian Franchise Association, including gold and bronze awards in 2009. And at the NAPL Top Management Conference in February, Print Three marketing materials earned awards in all four award categories they entered: silver in Cross-Channel Marketing, Direct Mail Marketing, and Corporate Identity, and a Merit Award for Website Presence. Print Three was one of only five companies that won four or more awards.

Last year's flagship marketing effort was a national one-to-one marketing learning tour that attracted 718 corporate clients to 18 meetings in 18 cities. Customers and prospects were invited with cross-media campaigns that demonstrated the techniques that were described in the meetings. A similar tour, with a wine and cheese theme, is planned for this year.

To further support the one-to-one business, Print Three franchising staff regularly joins franchises on sales calls, either in person or on the phone. And Print Three's sister company and agency of record, [Eden Advertising and Interactive Inc.](http://www.edenadvertising.com) (www.edenadvertising.com), is available to help with creative work.

In addition, AlphaGraphics and Print Three continue to generate distribute-and-print projects on a monthly basis.

"We're building relationships and delivering business results that are a product of our overall network," Hrywnak said. "We want customers to realize we can help them with their marketing message, their campaigns, their Web communications, their data—and their overall business results. There's so much that Print Three brings to the table."

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