



NEWSLETTERS

Company Profile:

Licom Ltd – an integral member of the Planit Group of Companies that sells high-tech computer software into wood and metal manufacturing industries worldwide.

Problem Solving Profile:

➔ The company needed to communicate regularly with both existing customers and prospects. Newsletters were considered the best way to tell about the human side of Licom, talk about success stories and introduce new products and services.

➔ Newsletters are surprisingly time-intensive so Licom's marketing director contracted a PR agent to visit user sites to record successful application stories while Jasprint handled the compilation and print production of the newsletters.

➔ Deadlines always loomed, last minute editing and difficulties with customers reluctant to say much about their success were some of the problems.

Solution to Problem:

➔ *Design:* Jasprint's Elijah was thoroughly immersed in Licom's business and handled the mixture of text, pictures and computer screen dumps that formed the raw material for each newsletter. An attractive page layout was created as the template into which the mix was fed. Pictures often required tricky editing to eliminate sensitive technical information.

➔ *Production:* The newsletters were produced in substantial quantities by Jasprint's litho printing method that delivered high quality print to tight deadlines.



Benefits are:

- ➔ Our skilled designer created a series of highly readable documents
- ➔ Deadlines were tight and often involved weekend working
- ➔ Jasprint handled all the work from the PR agent, created the initial design and handled the printing leaving Licom's director to handle strategic matters