

## BUSINESS CARDS IN BULK FOR LARGER ORGANISATIONS

### Company Profile:

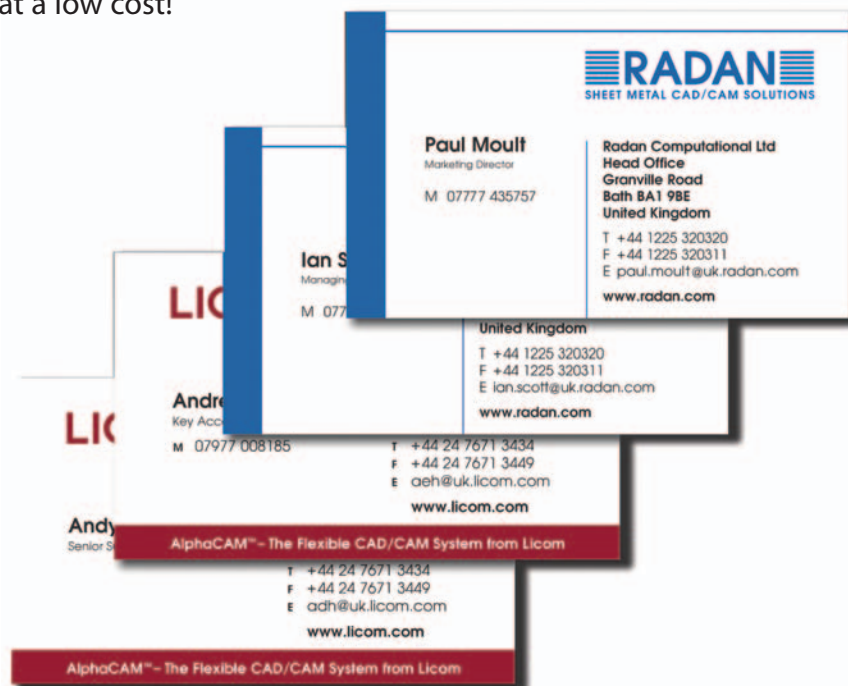
The Planit Group of Companies produces high-tech software with 70+ staff spread over four different companies.

### Problem Solving Profile:

- ➔ The 70 staff were spread over four different companies and required business cards in quantities ranging from 50 to 1,000 for each individual.
- ➔ The new marketing team wanted to create a “new broom” effect by having variations of a new group logos on the reverse of each card.
- ➔ They also sought to adopt a unique textured card material but all at a low cost!

### Solution to Problem:

- ➔ We test-printed onto 3 or 4 different card materials – all of which were rejected due to high costs or poor print performance.
- ➔ We digitally printed the cards in full colour double-sided in quantities ranging from 50 to 1,000 per individual.
- ➔ We created a logistics management chart for each company to control card re-prints.



### Benefits are:

- ➔ The ability to print quantities from 50 to 1,000 off each of a range of individuals cards
- ➔ Tight project control when individual's details changed every week
- ➔ Cost kept low by giving the 1000's off print rate to very short runs “streamed” together
- ➔ Excellent double-sided print quality on a standard low-cost 330gsm board
- ➔ Flexibility – one individual wanted 200 cards with his mobile number but most didn't.