



Transforming advertising
and marketing production

Affinity Express Graphic Services Enabled Heritage Print Solutions to Increase Sales by 48%

When Robert Patterson started with Heritage Print Solutions, he decided to lead sales with promotional products and apparel versus printing; providing value-added services in response to customer demand. Because of this approach, the volume of layouts and imprints increased significantly.

Challenges

With only one person on the internal team who could work on these files, the company began to experience a backlog that slowed down revenue. Capacity was exceeded and it became labor-intensive to create vector files and/or request them from clients, who often had only jpgs.

On top of that, customers sometimes balked at the cost of having the files created. Heritage Print Solutions accounts expected their provider to do the art and absorb the extra cost.

Once the volume got to about ten to 20 files per week, even sales was impacted because team members had to spend time problem-solving to keep orders moving through their system.

The Affinity Express Solution

Mr. Patterson learned about Affinity Express at the ASI Show in New York. He didn't engage Affinity Express initially because he was reluctant to outsource, but

problems increased to the degree that he finally decided to give Affinity Express a try.

Today, it is a different world at Heritage Print Solutions. The company has the ability to increase sales because internal team members are not tied up with concerns about file formats.

The only communication Bob needs with Affinity Express is to provide clarification. Turnaround times are spot on. He uses IDEA to submit and upload orders and says, "The system is great—I couldn't make any recommendations on how to make it better." He advises his team members to "use the comments section, write as if someone was sitting across the desk and ask for exactly what you need." In other words, he suggests being as specific as possible. The only time he has gotten questions back from Affinity Express (maybe four or five times in total) was when he provided confusing instructions.

Bob has even taken a photo with his phone of the back of shirt for which a customer wanted an imprint and sent it to Affinity Express to create. He explained that Heritage Print Solutions team members occasionally make bets with him that Affinity Express can't possibly complete a job submitted. They are proven wrong every single time! That's why, today, one hundred



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percent of the artwork is sent to Affinity Express and does not have to be touched by any internal Heritage personnel.

Result: Sales Increase 48%

According to Bob Patterson, "We are up YTD 48% over last year." He attributes a majority of this increase in sales to support from Affinity Express.

Bob noted, "A lot of what happening now is that we are growing at a real clip because we have people set up to build

business on the apparel side, allowing me to make more money. If you don't have a relationship like Affinity Express, you run out of capacity in your internal structure. Artwork was an issue for us and our requirements were met because we are dealing with experts."

He went on to say, "Affinity Express is a great complement to a company. Having a full-time person with this level of expertise would be very costly. Affinity Express is a time-saver, offers a quality product and allows you to sell more and grow your business."

About Affinity Express

Affinity Express is the leading onsite, onshore and offshore provider that is 100% dedicated to high-volume advertising and marketing production solutions. Headquartered in Chicago, Illinois, Affinity Express maintains production centers in Pune, India and Manila, Philippines. Affinity Express delivers services 24 hours per day and six days per week, producing products in more than 30 software packages and multiple platforms. The company manages its unique creative process with a continuous improvement approach based on Lean Six Sigma, so that clients receive reliable output with fast turn times for their mission-critical digital files. The comprehensive, customized advertising and marketing production solutions of Affinity Express help clients lower production costs, generate higher profits and gain a competitive edge, without having to invest in establishing and maintaining these capabilities internally.

For more information, contact Affinity Express at
(847) 930-3205 or visit www.affinityexpress.com