



KalBlue Group's Guide To Print-On-Demand Marketing Fulfillment

Learn the benefits and what to look out for when implementing a print-on-demand fulfillment solution.

KALBLUEGROUP
VISUAL COMMUNICATION EXPERTS

Introduction

Print-on-demand refers to centralizing the process of hosting, organizing, personalizing, and distributing marketing and print materials using secure cloud based branded websites. These privately branded websites make it possible to print only the materials required, ending the need to overspend due to miscalculated print needs.

The print-on-demand approach eliminates traditional bottlenecks in the print production and fulfillment process by integrating the digital print process with a easy to access website that links marketing teams, sales teams, clients, and print vendors. This improves access to all stake holders across all geographic boundaries.

Printed materials are not printed until they are ordered. This mindful approach cuts costs and eliminates waste to help meet sustainability goals.

Key Components of Print-On-Demand Marketing Fulfillment

Print-On-Demand Websites

Print-on-demand platforms provide users with a website that centralizes the ordering and personalizing of print and marketing materials. These platforms are designed to be user-friendly, allowing even non-designers to easily personalize and order professional-quality printed materials on demand.

Most print-on-demand platforms offer clients the ability to customize their website with their company's brand and image. In addition, they provide the client full control over the content offered for fulfillment. This helps clients maintain brand control and consistency across all printed materials.

Print-On-Demand Capabilities

Print-on-demand systems enhance the efficiency of personalized printed materials including marketing, training, and corporate communication materials. A few examples include:

- Business Cards
- Brochures/Letterhead
- Graphic Displays
- Promotional Items
- Signage
- Forms
- Point of Purchase Graphics
- Training Manuals
- Product Catalogs
- Educational Materials
- Packaging



Companies of all sizes can benefit from print-on-demand solutions as they are capable of distributing everything from business cards to retail POP displays. This white paper explores the key components and benefits that are associated with print-on-demand solutions.

Print-On-Demand Automation Technologies

Automation plays a crucial role in speeding up the digital print process improving time to market. More sophisticated print-on-demand solutions provide automation throughout the print process.

Website Functionality - Automation begins with a simple web interface that allows the user to personalize and order their printed materials. Personalization includes business cards, sales sheets, and other print and marketing materials that need to be specific to the end user.

Pre-Press Automation - Customer proofing is vital to assure the products that are printed and shipped to the customer are correct. Automating pre-press processes including customer proofing and final file prep are crucial to meeting today's quick demand business requirements.

Print Automation - Print-on-demand technologies enable the seamless transfer of design files to print production and finishing devices to reduce manual intervention. Minimizing production errors that can slow the delivery process is crucial to an efficient process.

Shipping Automation - Managing the fulfillment process includes integrating with today's major parcel carriers including UPS and FedEx. Real time shipping costs and shipment updates are vital to keep end users informed when they will receive their printed items.

Single Sign On (SSO)

Many print-on-demand solutions can be integrated with existing web based tools through the use of single sign on (SSO) technology. Integrations with customer relationship management (CRM) and marketing automation tools offer simple single source access for end users. If existing client or employee systems are in place, SSO may be an important option that will simplify user access to all systems currently in use.

Sales Tax Management

Sales tax compliance is critical. Print-on-demand solutions that provide integrations to leading sales tax management solutions such as Avalara and TaxJar offer peace of mind. Understanding and meeting sales tax compliance standards for the geographic areas you provide printed materials to, is a crucial part of the process. Launching your print-on-demand solution without tax compliance tools in place, is not recommended.

When partnering with a print-on-demand provider, selecting one that offers sales tax integrations to maintain state by state compliance should be a key factor in your selection process.

Digital Asset Management (DAM)

Print-on-demand systems organize and store digital assets ready for print including documents, logos, brand colors, and more ensuring easy access and version control. Print-on-demand platforms include DAM functions to help ensure that end users have access to the latest approved print assets.

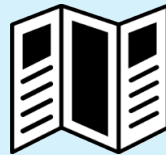
Benefits of Print-On-Demand Marketing Fulfillment



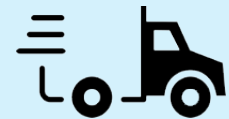
Organize. Print-On-Demand websites organize your companies print materials into one secure place.



Order. Simple websites manage the ordering process including allowing users to personalize their items on the fly.



Print. Print only what is ordered by those granted access to your marketing fulfillment system.



Distribute. Once items are printed and packaged, they are quickly shipped or delivered to the end user.

Cost, Efficiency, and Time To Market

Print-on-demand streamlines the entire print production process, reducing the time and costs associated with manual handling of design files, approval processes, and communication with print vendors. Customized print-on-demand solutions branded with a customer's image and materials are typically available on easy to budget monthly subscription plans. These plans typically provide numerous payment and shipping options for end users.

Brand Consistency and Compliance

Centralized control of assets ensures brand consistency across all print and marketing materials. The print-on-demand process simplifies compliance with brand guidelines and is easily maintained helping reduce the risk of errors in printed materials.

Customization and Personalization

Print-on-demand enables users to personalize marketing and other printed business materials in real time during the order process. Personalization of printed assets such as business cards, sales sheets, brochures, catalogs, and more in real time lead to more effective and coordinated marketing campaigns that improve sales engagement and time to market.

Personalization capabilities offer an automated approach that does not require human intervention to make things happen. This reduces costs, mistakes, and speeds up the print fulfillment process.

Data-Driven Decision Making

Print-on-demand platforms often come with analytics tools that provide insights into user behavior, order history, as well as marketing and print asset demand. The ability to make data-driven decisions becomes a key asset for optimizing marketing and other print strategies. When selecting a print-on-demand partner, their ability to provide order and fulfillment data that helps you make informed print decisions should be a priority.

Scalability and Flexibility

As organizations grow, print-on-demand solutions can scale to accommodate additional print and marketing materials. Also, adding users as your team grows is simple. Print-on-demand solutions are easily scalable and reduce the need to add additional overhead expenses including people, warehouse space, and infrastructure to manage your print and fulfillment process.

Choosing The Right Print-On-Demand Partner

Choosing the right print partner is crucial to maximizing your investment in a print-on-demand system. Partners that offer comprehensive and diverse visual communication solutions will give you as many options as possible from a single efficient source.

Print partners that offer both narrow and wide format printing along with display hardware and promotional products will provide more comprehensive services from a single source.

Print-On-Demand Requirements

Security and Data Privacy

Sensitive information such as business, marketing, and customer data, needs to be handled securely. Implementing encryption and regular security audits can address these concerns. Assuring how a print-on-demand solution is hosted and secured should be a priority in your decision making process.

User Adoption and Training

Ensuring your users are comfortable using the print-on-demand system is crucial for successful adoption. The key component to success is selecting a solution that offers a simple user interface and ordering process. This will cut down on the training required. Selecting a print-on-demand partner that offers phone and email support, training, and user-friendly interfaces should be a priority.



Quality Control and Color Accuracy

Selecting a print-on-demand partner that manages their digital process including ICC color management, automated print and finishing processes, and documented quality control processes are important for consistent results. Regular audits of print vendors including print samples and quality control measures are essential to maintain the desired results for print quality and brand accuracy.

Accurate color is vital to your brand. Print partners that have implemented a color management process will provide better brand consistency. Color management includes coordinating color profiles across all in-house print medias and equipment.

Best Practices

User-Friendly Interface

A well-designed, intuitive user interface that is simple to access using today's popular web browsers encourages adoption and reduces the learning curve for users. The platform should be simple for both experienced and inexperienced users and work well on both PC and Mac platforms.

Comprehensive Support

Assuring your print-on-demand partner can provide support for users at all levels will ensure that the full potential of the print-on-demand platform is realized. Support should cover basic system functions including ordering, product personalization, and shipping information.

Collaboration With The Right Print Partner

Choosing reliable print partners is crucial for the successful implementation of your print-on-demand fulfillment system. Collaborating with a printer that adheres to quality standards, color management standards, production processes, and delivery timelines will help ensure end user satisfaction.

Continuous Monitoring and Improvement

Continuous monitoring of platform performance, user feedback, and evolving business needs allows organizations to make informed decisions for ongoing improvements. Monitoring system performance will help you make proactive decisions including when to scale the system to stay ahead of demand.

Future Trends and Innovations

Artificial Intelligence in Print Automation

The integration of artificial intelligence (AI) in print automation is poised to further streamline the print production process by automating complex tasks and optimizing resource allocation. AI is new to everyone, including the print process. Your print-on-demand partner should be capable of monitoring and providing updates on how AI can improve your print-on-demand solution in the future.

Sustainability Initiatives in Print Production

With a growing focus on environmental sustainability, print-on-demand platforms naturally reduce the amount of printed items that go to waste by eliminating the guessing game of how much to order. In addition, partnering with a print-on-demand provider that has adopted eco-friendly print practices such as processes that reduce waste, the use of environmentally friendly materials such as the use of non-solvent latex inks, and recycling programs should be a priority.

Getting Started

Getting started with print-on-demand fulfillment is vital for anyone looking to explore processes that eliminate managing inventory, cutting costs, and improving time to market.

The process begins by selecting a reliable print-on-demand partner that offers a platform that aligns with your business needs and goals. Once you've made your choice, you can start working with your partner to customize your system to meet your goals. This includes branding your website and adding your print materials to your system.

Once your system is configured, your print-on-demand provider will handle everything from end user support to printing and packaging to shipping the printed materials directly to the end user. This hands-off approach allows you to focus on marketing your products and growing your business while enjoying the flexibility and low overhead costs that print-on-demand fulfillment offers

Conclusion

Print-on-demand fulfillment has emerged as a significant game-changer in the world of print and marketing collateral personalization, production, and distribution. The adoption of this technology saves money by reducing waste and improving efficiencies. Print-on-demand processes also provide companies with solutions that help them easily scale the distribution of their print materials. Print materials that include marketing and business materials.

Companies of all sizes that distribute marketing and print assets within their organization should consider a print-on-demand system to help streamline and scale their business printing needs.



What Is Kinetiic By KalBlue Group?

Kinetiic is KalBlue Group's print-on-demand marketing fulfillment system. This cloud based system provides our clients with the tools necessary to automate their marketing and business print distribution and fulfillment processes.

Kinetiic, integrated with KalBlue Group's state of the art digital print and finishing capabilities, offers our customers unparalleled print automation solutions that will improve their print fulfillment and distribution process and speed their time to market.

Kinetiic Websites

Customers can set up a private Kinetiic print-on-demand website branded as their own. Print materials are then added to the website for approved users to personalize and order on demand. Kinetiic organizes, personalizes, and distributes printed materials fast.

Process Automation

Kinetiic removes the cumbersome process of manual intervention to process print orders. Kinetiic automates many processes including proof creation, file prep, and shipping calculations. All of these integrations benefit the client by reducing their print delivery times.

Sales Tax Compliant

KalBlue Group is partnered with Avalara for nationwide sales tax compliance. All Kinetiic websites are integrated with our Avalara system to assure sales tax is correctly calculated throughout the US.

Shipping Integrations

Kinetiic can be integrated with UPS and FedEx for real-time shipping cost calculations.

For more information or a tour of KalBlue's Kinetiic print-on-demand solutions and how they can lower costs by streamlining your print distribution and fulfillment processes, please contact KalBlue Group Sales Consultant or our Customer Support Team today.

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Want to learn more? You can get started by watching our short informational video located at www.kalblue.com/kinetic

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