

Hoerbiger Group:

Private Print Shop drives business for Hoerbiger Group



Company Profile

Hoerbiger Group is a leading manufacturer in the fields of compression, automation, and drive technologies. In 2008, its 6,400 employees achieved sales of over one billion dollars.

Business Situation

Despite the company's reputation for efficient, cutting-edge solutions, the marketing department struggled to provide various departments with business cards in a timely, accurate and cost-effective manner. Their process using conventional printers was time intensive, prone to error, and lacking a system for order tracking.

When Kathy Boutin joined the company as Manager, Marketing and Communications Manager - Americas Region, her rebranding effort necessitated a reprinting of all branded materials, and suddenly the problem was much bigger than just business cards. She tried three different printing solutions, but met only with quality problems, long turnarounds, billing issues and high fees. Kathy needed a cost effective online printer that could deliver high quality materials in a timely manner.

Solution

That's why she went with a Private Print Shop from PrintingForLess.com. We created a master account for Hoerbiger, with separate catalogs for each of the company's departments. Employees all over the globe can go online to order and customize not just business cards, but over 50 different templated marketing materials, including envelopes and note cards.

"Before PFL, ordering business cards and envelopes for over 40 locations and 700 employees was fraught with errors and was too time consuming. With PFL, our employees order their own cards and are responsible for their accuracy and payment. PFL ensures our brand is accurately and consistently applied and they handle all customer inquiries. Best of all is PFL's customer service. The Grizzly Team handles my account and they are always quick to respond to my needs."

Kathy Boutin
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Benefits

Because materials can be proofed online, inaccuracies are caught before they become costly mistakes. The Private Print Shop system provides quick turnarounds and easy order tracking, so chronic delays are a thing of the past. Kathy's team doesn't have to manage every printing order now that each department can order materials independently without worrying about quality or consistency. And since there are no setup or subscription fees, Hoerbiger is saving money. The Private Print Shop is our cutting-edge solution for them.