

# The Puratos Group:

*The Puratos Group discovers the perfect recipe for increased sales*



## Company Profile

The Puratos Group is a worldwide leader in the food industry, providing innovative ingredients and tailor-made solutions to the bakery, patisserie and chocolate industries. The company has four manufacturing facilities and five distribution facilities in the US.

## Business Situation

Because Puratos facilities are spread across the country, marketing materials were printed locally and the company's administrative staff handled fulfillment. Since Puratos printed and shipped more than 100 sales kits for each product launch, this decentralized method meant it took too long for the sales force to receive necessary collateral. Attempts to outsource printing and fulfillment with several different vendors resulted in shoddy service and steep setup fees.

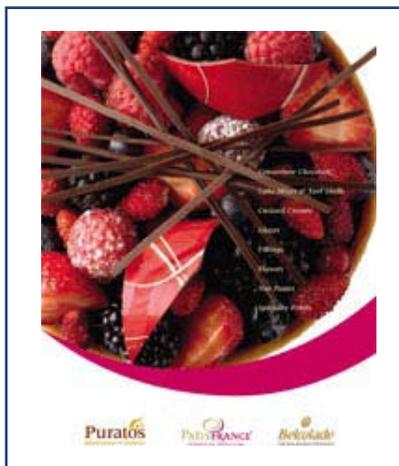
## Solution

To speed up the process and relieve the administrative staff from fulfillment duties, we set Puratos up with a Private Print Shop. Now sales representatives can order pre-packaged bundles of marketing materials on demand and have them shipped in just a few days. Rush orders can go out even sooner for urgent requests. There are no setup fees, so Puratos only pays for what they order. And thanks to a dedicated PrintingForLess.com account team, helpful, friendly service is never more than a call or email away.

*"Our Private Print Shop is an easy-to-use system that has saved us hours a day compared to our previous system. When we need to launch a new product or product portfolio, it is so very easy and hassle free. And we are delighted with the competitive pricing, high quality marketing materials, and our dependable customer service team."*

Doug Jump  
National Trade Marketing  
Manager

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## Benefits

The Private Print Shop has saved the Puratos administrative staff at least an hour a day. Now they don't have to spend time collating and assembling materials, and the sales force doesn't have to wait for materials to start selling. Sales kits are available on product launch, not days or weeks later. As a result, new product speed to market has increased substantially. For Puratos, that's a key ingredient for even greater success.