

Stork Vision Prenatal Imaging Center: Now the proud parent of their own Private Print Shop



Company Profile

Stork Vision Prenatal Imaging Center, the industry leader in prenatal ultrasound imaging, has been providing expectant mothers with the highest quality limited diagnostic 2D, 3D and 4D baby sonograms since 2004.

Business Situation

With 18 franchised locations, the company had a great need for marketing materials, but each franchisee would choose different paper stocks and make unapproved changes to artwork. This led to difficulties maintaining quality and brand consistency, and caused printing delays that resulted in marketing materials often being out of stock in doctors' offices. Consequently, Stork Vision missed out on many business opportunities.

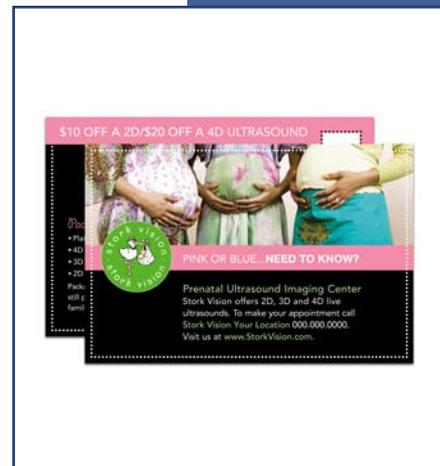
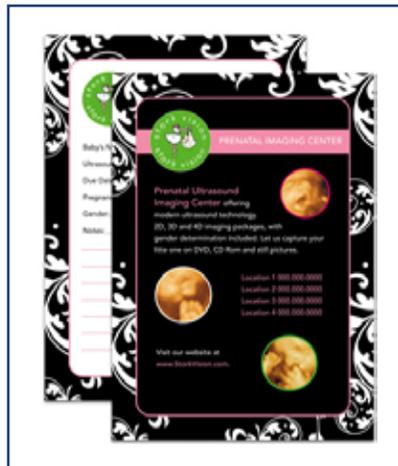
Luckily, PrintingForLess.com had the perfect solution to improve quality, tighten turnaround times, and maintain brand consistency across the franchise: a Private Print Shop.

Solution

The Private Print Shop we created for Stork Vision contained a complete startup package of marketing material templates for new franchisees, including business cards, letterhead and postcards. Items can be ordered individually as needed, and information can be customized for each franchise location. Franchisees need only select their location to have their information populated in the design templates.

"PrintingForLess took the headache away — no more horror stories with printing."

Malissa Nied
Co-founder
Stork Vision Prenatal
Imaging Center



Benefits

Because all Stork Vision franchises now use the Private Print Shop from PrintingForLess.com as their one-stop source for printing, franchisees can fully focus on the business of imaging. Branding, design and paper stock are consistent across all locations, while still allowing for necessary customization. The significantly reduced turnaround times help keep doctors' offices stocked with materials, meaning no more missed opportunities. For Stork Vision, the Private Print Shop advantage is crystal clear.