

Graphic Design and Production

Pulp Grafisk



Taking back control

PULP GRAFISK

DESIGN | PRODUKSJON | KOMMUNIKASJON

Company Name
Pulp Grafisk

Industry
Graphics and print

Founded
1994

Location
Oslo, Norway

Services
Project management, consulting,
cross media, graphics, printing,
design, layout, production,
packaging and dispatch, web2print

Website
www.pulpgrafisk.no

Relationship with Canon
13 Years

Objective

To provide a new print solution to keep pace with customer demand, whilst offering the best quality, greater flexibility, faster response times and cost savings

Challenges

- Struggling to keep pace with customer demand
- Over reliance on third party print providers
- Lengthy and expensive process
- Problems with quality
- Offering to customers was being limited
- Long staff working hours

Approach

The installation of a new solution to enable Pulp Grafisk to bring large format printing in house and deliver higher volumes, application reliability and versatility

The Canon Solution

Océ Arizona 6170 XTS

Results



Doubled large format capacity



Flexibility to deliver both table cut and roll print runs



Can turn a print job around in just two hours



Faster delivery times



Higher quality output



Reduction in staff overtime



Lower print job delivery costs



More time to investigate new print applications

Revenue grew to

**NOK30
million**



an increase of
**NOK10
million**
in five years

Taking back control

As retailers increasingly rely on frequently updated, customised and personalised promotional materials to entice customers, they are demanding more from partners like Pulp Grafisk. Initially launched in 1994 as graphic designers for the magazines of retail outlets Vita and Esthetique and later as the in-house agency within Narvesen, one of Norway's largest convenience store chains with over 370 shops, Pulp Grafisk has evolved to become an independent graphics and print company; working with retail customers as a trusted advisor and partner on communications and campaign execution.

Based in Oslo, the company designs and produces a wide range of marketing and promotional materials, from business cards and envelopes to exhibition stands and displays. The increasing demand for these print services has boosted the business from NOK20 million (€2 million) to NOK30 million in just five years, but not without a heavy reliance on third party printers.



To support its service delivery, Pulp Grafisk was forced to rely on expensive third party Print Service Providers (PSPs) adding an extra layer to its print job flow. This reliance on outside companies meant that rather than performing small test print runs to ensure the highest quality, print jobs were sent straight to the PSPs to fulfil print orders within agreed deadlines. Moreover, outsourcing to PSPs took a heavy toll on Pulp Grafisk's budget.

“”
The growth of our business has been significant, the demand for our print services is immense. However, our old printing workflow was increasingly becoming outsourced to meet customer need. The issue was that bringing in these third party printers was limiting what we could offer clients. They posed very tight time constraints on us and took a huge chunk out of our budget. The end result was our customers weren't getting the quality and value for money we wanted to give them.

Terje Gulbrandsen,
Founder and Director of
Pulp Grafisk

Eventually, the design team at Pulp Grafisk came to the conclusion that in order to keep pace with customer demand, whilst offering its clients the best quality, greater flexibility, faster response times and cost savings, it must bring the printing workflow back in-house.

Perfect partnership

Pulp Grafisk has been a long-term customer of Canon Norway and has worked with the company for approximately 13 years, signing its first contract with Canon in 2003. In this time, Pulp Grafisk has become familiar with Canon's solutions and trusts the expertise that it can bring to bear.

“”

We started working with Canon several years ago and what elevates the brand above its competitors is the relationship we have developed with the team there. The quality of service and the level of support that Canon provides are second to none. Of course, the devices are first class, but it's the significant expertise and willingness to go the extra mile that will always make Canon our first choice.

Terje Gulbrandsen

After a full consultation with Pulp Grafisk, Canon recommended the installation of an Océ Arizona 6170 XTS to enable the company to bring large format printing in house and deliver higher volumes and application reliability and versatility. This purchase was Pulp Grafisk's third Arizona printer and it runs alongside the company's Canon ColorWave 700, Canon ImagePRESS C10000VP and two imagePROGRAFs.



x2
**Doubled
large format
print capacity**

Booming print capacity

With support from Canon, Pulp Grafisk has doubled its large format print capacity and removed the reliance on third-party providers to deliver print jobs. It now has the flexibility to deliver both table cut and roll print runs in record time. In fact, the company can now turn around a print job in just two hours.

“A quick turnaround for print jobs is absolutely critical in the retail industry,” comments Gulbrandsen. “Now, with the Canon printing solution, our customers pick up the phone and make a request and we can deliver that to them as fast as possible. Our clients have definitely noticed the change in our delivery time for quality print jobs.”

Alice Aarebrodt, Marketing Coordinator at Norwegian pizza chain, Dolly Dimples, has certainly noticed the difference in delivery time the new solution has introduced: “Pulp Grafisk turned around a campaign in one week for us. Two or three posters for each of our restaurants in small and big sizes alongside all the graphical stuff that I need for the web and social media. It is a big job and they shouldn't be able to do it in that short space of time!”

Customers also appreciate Pulp Grafisk's Canon delivered Web-to-print (W2P) solution; which enables them to easily set up, manage and deliver their print jobs online. The company is already serving 12 retail chains, including Dolly Dimples, with W2P solutions.

By bringing print jobs in-house, employees at Pulp Grafisk, no longer have to rely on night printing to meet deadlines, thereby reducing the amount of overtime. Additionally, with the devices now located within their offices, they are able to carry out short test runs for clients and keep track of print jobs, from start to finish, ensuring delivery of the best quality possible.

“We use our print table to check the results of a print job straight away,” says Anja Grøndal, Graphic Designer at Pulp Grafisk. “We have found that it's helped us ensure that the output is of the highest quality. It's amazing that we can deliver print jobs in just two hours now; and this gives us more time to do what we do best - design!”

Alongside the flexibility and capacity that Canon has delivered to Pulp Grafisk's in-house print process, the company has recorded a significant drop in the cost of delivering print jobs. These Canon driven efficiencies have unlocked much more time for Pulp Grafisk to investigate how it can develop its business now and into the future.

Time to change

Pulp Grafisk's retail customers, which include international chains like Burger King, Dior, L'Oréal and Norwegian chains such as Kicks, among others, frequently booked print jobs, with ultra-tight deadlines, at very short notice. This busy and fast-paced environment meant that the company struggled to keep pace with demand and to be flexible to customer needs, while remaining cost effective.



The future beckons

Alongside much improved ability to meet its customers print needs; Canon has also supported Pulp Grafisk by unlocking time for the business to think about what more it can do to serve its customers and develop. The company is currently conducting an audit of its customers' requirements and identifying gaps in which it can provide help.

"At the moment we are investigating the development of a proposition around 3D printing," Terje explains. "Now that so many campaigns are run across multiple platforms, we are also looking at a closer integration of traditional wide format printing and social media. Cross media is one area of big interest for us; and we would like to become a one stop shop for our customers. We are very open-minded about the possibilities for the business."

As part of its cross media offering, Pulp Grafisk provides newsletters, database administration, landing pages and applications for competitions and sign ups through Canon W2P. Pulp Grafisk is now looking to expand to offer marketing portals for local campaigns.

"Canon has helped to see lots of opportunities in cross media and W2P," says Terje. "They've really helped us to choose the program that best suits us and our customer's best."

In the past Pulp Grafisk had relied on in-bound inquiries from customers and not retained a sales function. Now, to further boost its print volumes and revenues, the company is focusing on developing a sales structure and marketing itself in order to increase awareness.

“”

Our business is much improved now that we have control back over our print process. We're meeting customer demand and the team feels much less pressured. Canon has been a very active partner from the very start. It has supported us the whole way and is in contact regularly. Its proactivity has helped us to realise the possibilities open to us through innovation. I look forward to working with Canon for the foreseeable future.

Terje Gulbrandsen



Delivery of print jobs in just two hours

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