

Graphic Arts Rohner Spiller



Rohner Spiller breaks the mould with Canon

ROHNER SPILLER

DRUCKEN MIT FORMAT



Company Name

Rohner Spiller

Industry

Print and marketing communications

Founded

1951

Location

Winterthur, Switzerland

Services

Digital printing, offset printing, wide format, finishing, digital marketing, cross-media, web-to-print

Website

www.rohnerspiller.ch

Relationship with Canon

6 Years

Objective

To launch a new cross-media brand, Querfeld1, to explore new business opportunities in digital marketing and grow print volumes.

Challenges

- Struggling to win new business
- Price of print falling
- Lacked USP

Approach

Following a number of consultations with leading cross-media solution suppliers, the customer was drawn towards Canon's experience in the market and commitment in helping customer to implement and define new service offering.

The Canon Solution Products

- imagePRESS C6010VPS
- VarioPrint 135
- DirectSmile Cross Media Marketing

Results



Established new cross-media and digital marketing brand



Won new business



Increased page volumes by 20%



Improved production efficiencies

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As a result of our partnership with Canon, cross-media is now a big part of our service offering and our customer campaigns are more measurable.

Canon

Rohner Spiller breaks the mould with Canon



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We have a close relationship with Canon, who have helped us to sustain our business.

The challenge

Over the last half century, Rohner Spiller has worked hard to establish itself as a leading commercial printer. Thanks to a fast and high quality, end-to-end print service, the company has built up a large and loyal customer base in Switzerland across a broad range of markets, from architects and graphic designers to SME and large businesses. Its modern production environment - which includes hardware for everything from narrow and wide format printing and finishing to scanning and laminating - is completely optimised and equipped to meet almost any print order.

However, as the company's CEO, Remo Martin, points out, a high level of production capability doesn't win new business alone - which in 2012 was a pressing requirement. "In 2012, despite the difficult marketplace, our business was performing well and we had a lot of jobs from existing clients. But prices were falling quickly, so we needed a way to maintain and increase our revenues and provide long-term stability. We needed

new clients."

The company considered a few ideas, such as investing in new printing and finishing equipment, but these didn't offer the USP it was looking for. "Focusing on the changing communications landscape, we were looking for a means to help our customers to adapt to an evolving culture where everyone was increasingly consuming information across different media," elaborates Martin. "That's when our attention turned to online communications and cross-media."

While the aspirational Martin and his team were aware of the opportunities in online marketing and cross-media, they didn't have the necessary insight or knowledge of the market. In fact, as Martin explains: "We were overwhelmed by the amount of information available and so sought a partner that could sieve through the information overload, simplify the market and guide the company through uncharted territory."



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We worked with Canon on a number of ideas, both of us proposing new business models, while Canon showed us existing customer campaigns they'd helped work on. That helped us to define the direction we wanted to go in.

The solution

Following extensive marketing research, which included speaking to leading cross-media solution suppliers at drupa 2012, Rohner Spiller decided to invest in Canon's proposition involving DirectSmile software. "Two things beyond the capabilities of the software became very clear during our discussions with Canon. One, that the company has vast experience in the market and two, that it would work with us in a partnership capacity and provide that guiding hand we needed."

The guiding hand came in the form of a comprehensive three-day training session provided by Canon. The course entailed Martin and his team learning the basics of how cross-media works and how to use the DirectSmile system to devise customer campaigns, before a trial session and then further technical insights. "This invaluable training was complemented by thorough business discussions that focused on how to make the service profitable, including how cross-media connects all mediums. We worked with Canon on a number of ideas, both of us proposing new business models, while Canon showed us existing customer campaigns they'd helped work on. That helped us to define the direction we wanted to go in."

This new direction was significant. Given Rohner Spiller's strong brand awareness in the print market as a high standard printer - thanks in part to its imagePRESS and VarioPrint

technologies - it was agreed that the new service offering would require a different market approach. While the cross-media service would ultimately feed back into the Rohner Spiller business, it would stand alone as a separate division under the new brand 'Querfeld!'. The name derives from the German expression for 'Cross-Country', a suitable name considering Martin was exploring new lands.



Achievements

Today, Querfeld1 is a flourishing brand that has fortified Rohner Spiller's business. Run by three dedicated specialists, who offer a host of digital marketing services such as email marketing, e-newsletters and webpage design, the Querfeld1 team also supports its customers with their marketing strategies. Moreover, marketing automation has streamlined production efficiencies across the whole organisation.

"Our existing customers love our new cross-media and marketing automation skills and the fact we can increase the value of their campaigns. We can simplify and automate our customers' workflows with minimal human intervention and transform our print products into solutions that increase our revenues. Not only have we evolved our business model and broadened our customer proposition to win new customers and win back old ones, but we have grown our printing volumes by 20 per cent."

Beyond traditional cross-media applications, such as direct mail embedded with personalised landing webpages, the brand has also set up a sophisticated online tool for local garage businesses. Martin expands: "Our first big solution was a system called CARS 2.0, an online surveying

tool that helps our garage customers to gather detailed information on their customers' preferred method of communication. Whether by phone, SMS, direct mail or email, the tools helps them to make their communications more effective."

Martin concludes: "We have a close relationship with Canon, who have helped us to sustain our business. The Canon team is always there to support us and provide a quick response to any issues. As a result of our partnership, cross-media is now a big part of our service offering and our customer campaigns are more measureable. We're also able to use performance data to refine and optimise future campaigns. We have broken even on the investment and we anticipate increased profitability and further growth moving forward."

We have grown our printing volumes by 20 per cent.



20%

Discover more

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