

RnB Go Digital

Tuesday, 11 December 2007

Last Updated Wednesday, 19 December 2007

We are pleased to announce that we have just installed three Konica Minolta digital colour printers.

We have been constantly asked in the past if we can produce personalised colour documents and short run colour jobs. These new machines allow us to deliver that at an affordable cost.

We have also found that people need to get their message out there quickly and by being able to proof documents and then print them within hours it has meant people are able to react quickly to market changes.

We are very excited about what this means to RnB especially when you see some of the developments being made by the larger direct mail companies in the transpromo markets where companies are adding proactive marketing to standard letters and other forms such as statements and invoices.

Online marketing also means that a lot of people have gone down the cross-media route and we felt there was a need for us to offer this facility. We can stock large amounts of products and via requests from the internet we can produce documentation quickly and our warehouse can pick and pack it within hours and despatch via one of our distribution partners.

Recently we have won a significant contract to hold documents in a library and produce them on call off from an ordering website which we have designed and built. The colour printing goes hand in hand with this and makes production and mailing very economical for our client.

They only pay for documents as they are required, rather than a large run in advance that would only sit on the shelf in large quantities. This obviously helps with cashflow but also it means that they can make changes to the documents whenever they want. There is no wastage from having to destroy out of date stock.