

Tobe Direct grows direct mail business by 15 per cent thanks to the B2 format and offset-quality of the HP Indigo 10000 Digital Press



At a glance

Industry: Direct Mail & Transactional Printing

Business name: Tobe Direct

Headquarters: Bolingbrook, Illinois, USA

Website: tobedirect.com



Challenge

- Design oversized format direct mail to create eye-catching marketing campaigns.
- Exploit automated processes of digital presses to create offset quality direct mail with high levels of personalisation.
- Eliminate complex, two-step printing process for personalised direct mail using conventional offset plus roll-fed laser printing.
- Offer programmes with offline – online marketing mix to maximise campaign reach.
- Deliver print on demand, one-to-one marketing campaigns through web-based platforms.

Solution

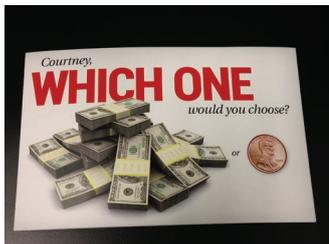
- Direct mail in large B2 format with offset quality HP Indigo 10000 Digital Press.
- HP Indigo ElectroInks print on specialty substrates to create innovative products.
- Web-to-print and variable data printing (VDP) capabilities extend one-to-one marketing reach and offer offline-online marketing mix.

Results

- B2 format offset-quality products produced on the HP Indigo 10000 Digital Press attracted 30 new customers that generated revenue worth 15 per cent of business.
- Digital outsourcing reduced from 80 per cent to 5 per cent within 18 months.
- Large 21" x 29" sheet size offers 2.5 to three times the productivity, plus over 30 per cent more gain when using Enhanced Productivity Mode (EPM).
- Web-to-print platform offers cost effective print on demand of even a single direct mail for one-to-one marketing campaigns.
- VDP offers greater customer engagement and conversion for offline-online campaigns with URLs, QR codes, and barcodes printed on direct mail.

“Using the HP Indigo 10000 Digital Press we offer businesses offset quality on a broader range of formats, and designs are no longer constrained by the complex two-step printing process. VDP is incorporated automatically so they are a much tighter, professional fit and are consistent in colour. The difference in quality is night and day.”

– Mike Romer, vice president of national accounts, Tobe Direct



View the video at 



Get connected.
hp.com/go/graphicarts

Share with colleagues.



Tobe Direct provides targeted direct mail solutions that connect businesses with customers on a more direct, personal level by leveraging variable data printing (VDP) technology and one-to-one marketing techniques. VDP technology is helping businesses retain customers, increase customer satisfaction and maximise their marketing ROI. Founded in 1998 by John Tobe and based in Illinois, USA, Tobe Direct is one of the leading direct marketing firms specialising in turn-key programmes for retailers.

To expand their product offering, Tobe Direct recently installed an HP Indigo 10000 Digital Press. With the B2 format, Tobe Direct can print almost any application including oversized self-mailers, pocket folders, six page brochures, and a host of other applications that exploit the press' unique format. Tobe Direct already owned an HP Indigo 7600 Digital Press but after 18 months Tobe Direct just couldn't keep up with the demand.

“It's clear that businesses want new products with personalisation using VDP,” explains Mike Romer, vice president of national accounts at Tobe Direct. “They are attracted to the B2 landscape formats offered by the HP Indigo 10000 Digital Press and it's not only the unique format it offers. This press gives us an advantage over the competition with the new formats and applications we can create. Businesses want something special - something that will stand out with customers when they go to market. HP Indigo ElectroInks not only provide offset quality, they can print on materials we weren't able to offer before, such as window clings or adhesive vinyl,” he says.

Bridging the gap between offline and online communication

“Our customers are starting to realise that they need a mix of communications platforms to talk to different people. The physical print is an essential part of the mix. It's what people touch and hold and with VDP it can be unique,” explains Romer. “Businesses are demanding more and more one-to-one communication. They want campaigns that seamlessly connect their customers from their offline mailer with online activity. It also means printing promotional material with unique URLs or QR codes that link to a page created for them to bring them a step closer to conversion. Our customers are seeing positive results from the marketing mix we offer them and they are coming back for more.

“The HP Indigo 10000 Digital Press' 21" x 29" sheet, format with offset quality, combined VDP, offers us a totally new approach to the marketing programmes that we can offer businesses. We are shifting to a print on demand environment, whether the business is a national retail chain or a single store. We are leveraging the HP Indigo 10000 Digital Press' web-to-print and VDP capabilities to create attractive, B2 format products that would not have been possible, or would have been cost-prohibitive before, with conventional offset,” Romer states.

Romer describes the processes required to create offset quality direct mail with a level of personal data before they acquired the HP Indigo 10000 Digital Press with automated VDP capabilities. “We created pre-printed shells on offset presses to which we then added variable data using cut sheet laser and/or inkjet technology. Both the lead time required and costs involved in setting up conventional offset press runs, place constraints on campaign designs and their level of personalisation. The designs themselves also had to allow space for any imperfections in alignment in a two-step printing process,” Romer says. “Using the HP Indigo 10000 Digital Press we offer businesses offset quality on a broader range of formats, and designs are no longer constrained by the complex two-step printing process.”

Revolutionary 'New Movers programme' brings businesses and customers closer

Tobe Direct's 'New Movers programme', NewMoversMail.com, reflects the innovative programmes it can achieve exploiting the capabilities of the HP Indigo 10000 Digital Press.

They use location based technology to match internet users with physical mailing addresses, and a web-to-print programme that allows businesses to create fully personalised, one-to-one printed communications when they need them. Romer describes the programme, “When a family moves into an area businesses that sign up to our programme can send the newcomers a personalised welcome message and an invitation to their business, with maybe a coupon or discount offer. They can send as many or as few welcome messages as they like – even just one. The colour consistency ensures that prints are identical one week, one month or even a year later. The process is totally automated and the platform is online,” Romer says.

“Exploiting web-based platforms that we create, businesses are signing up to programmes to develop their own marketing campaigns. They can personalise everything and anything within a single printed item if they want. They can personalise the graphics to reflect the customer's profile, say their age group, or promote a higher value product based on the customer's disposable income group or according to their last purchase,” explains Romer.

Fifteen per cent growth thanks to HP Indigo 10000 Digital Press

“We have acquired 30 new customers, both large and small, since adopting the HP Indigo 10000 Digital Press. They are all here for our digital campaign offering and already account for 15 per cent of our business. No other digital press on the market can match the HP Indigo 10000 Digital Press. It has opened up formats that we wouldn't have been able to do any other way,” Romer says.

“Before acquiring our HP Indigo presses we outsourced 80 per cent of our digital output. Now we are down to low single figures for very specific jobs. For 13" x 19" format or self-mailers it is much more efficient, and that helps to improve our margins.

“We can produce two and half to three times the volume on a single sheet thanks to the 21" x 29" sheet size of the HP Indigo 10000, reducing production hours for tight deadlines or boosting capacity for production peaks. We were also able to exploit Enhanced Productivity Mode, (EPM) recently for a large print run that gave us over 30 per cent faster production. When you need to ramp up production and deliver for a customer's campaign deadline 30 percent makes an enormous impact,” Romer exclaims.

“We had an amazing direct mail opportunity for 1.8 million, four-colour mails with VDP. The job came to life really quickly so we had to react fast. HP made sure we had all the support we needed seven days a week. HP has responded to all our requests. They have put additional clicks on our presses. HP is a great business partner. They don't close the sale of the press and disappear. They are still here, continuing to help us grow,” concludes Romer.

