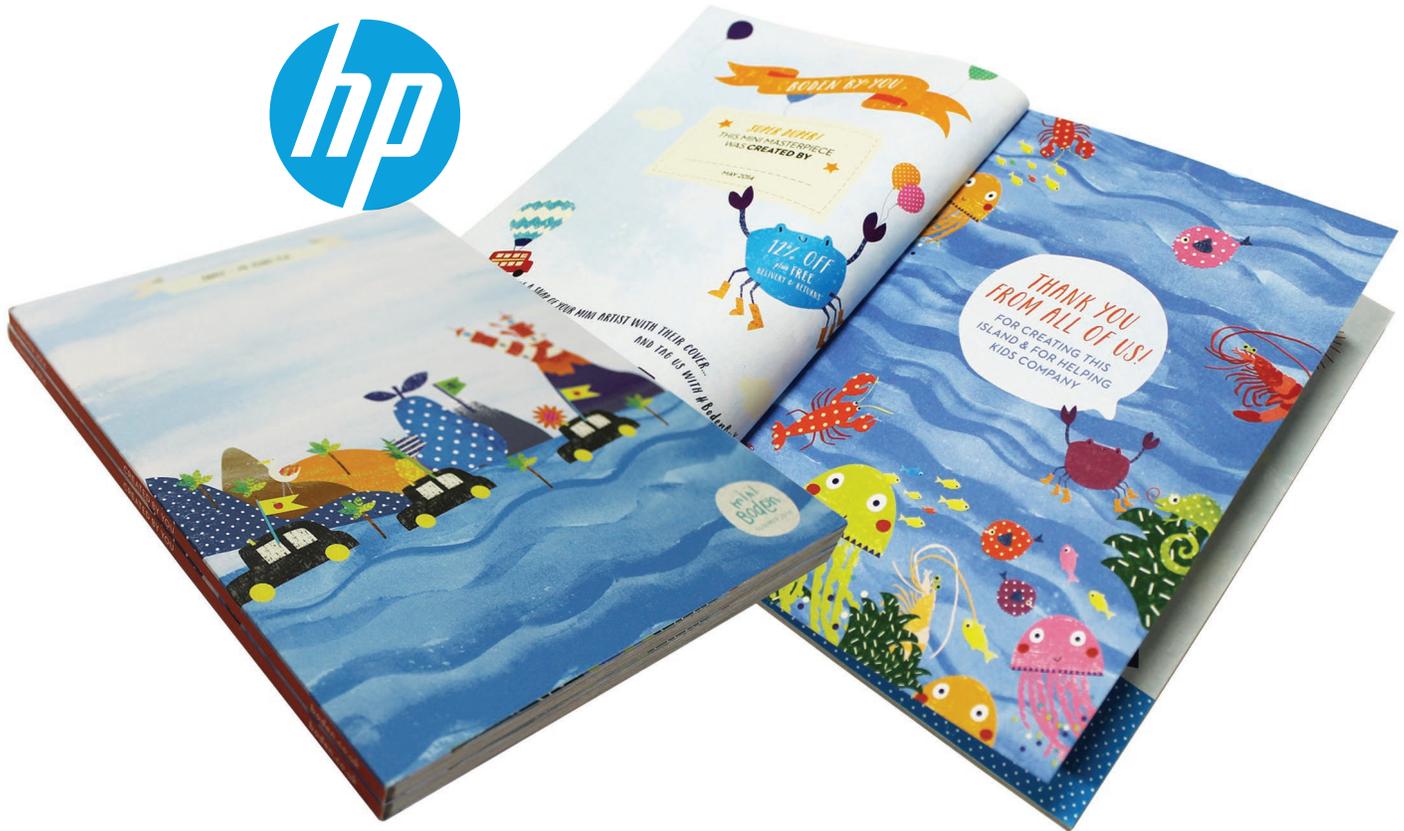


Personalized catalog covers designed by children, printed by FE Burman, prove the picture of success for Mini Boden



At a glance

Industry: General Commercial Printing

Business name: FE Burman Ltd

Headquarters: London, UK

Website: feburman.co.uk

F.E. Burman

Challenge

- Expand customers' creative freedom with print.
- Increase digital printing capacity to support ongoing business growth.
- Help clothing retailer to improve return on investment and stickiness of summer catalog drop with a mailing dedicated to pre-engage existing and potential customers.

Solution

- HP Indigo 7000 Digital Press for wide range of short-run and personalized applications.
- HP Indigo 7600 Digital Press to: boost capacity; add special effects, including clear and white ink printing, watermarks; and expand substrate versatility. It successfully prints on thick substrates, pearlescent and seed-infused papers, metallic, silver mirror board, dark papers, varied coated and uncoated papers, and more.
- HP SmartStream Designer for variable data printing, enabling highly complex, personalized printing jobs.
- Leverage HP Indigo quality and versatility, plus in-house personalized printing expertise, to support Boden's idea for designed by children personalized catalogs.

Results

- FE Burman's experience with personalized magazine covers helped ensure smooth production and fulfilment of personalized Mini Boden catalog. Its digital printing expertise enabled optimal color results and better paper options.
- Customers who received catalogs with personalized covers were twice as likely to buy from the catalog as non-participating customers.
- High image quality and media versatility of HP Indigo digital printing enables FE Burman to say yes to virtually any request from customers.
- HP Indigo digital printing has driven 8-10 percent business growth over past five years.

“The HP Indigo digital presses are able to produce a lot of colors outside what offset can do, especially on uncoated paper, like for the catalog cover. They allow very short-runs, personalization and the ability to proof on the actual press. What you see is what you will get.”

— Paul Regan, sales director,
FE Burman

If you take hundreds of creative elements designed by a best-selling children's book illustrator, add the creativity of thousands of children, an easy-to-use web-to-print platform and well-oiled digital print production, what do you get? If you are top UK online fashion retailer Boden, you get 12,000 unique catalog covers for your summer children's wear line, 2,000 new customer names in your database, and a dramatically higher sales rate from participating customers than from non-participants. All in all, a successful campaign that you can expand to other markets.

That's what happened when Boden worked with its long time print service provider FE Burman on an innovative idea for boosting the stickiness and return on investment (ROI) of the spring/summer 2014 Mini Boden catalog. Boden wanted to allow children to design their own catalog covers via an online app developed by a design agency, and it turned to FE Burman for the print portion.

Smooth project despite complexity

Paul Regan, sales director at FE Burman, recalls: “We had done a personalized magazine cover that had 20 to 30 different creative areas related to each subscriber's name and that went out to about 100,000 people, so Boden knew about our ability to handle large amounts of personalized data and large production volumes in short periods of time.”

Boden commissioned beach and island-themed illustrated elements from top children's author and illustrator Lydia Monks, and added a children's charity tie-in. Throughout February 2014, children were invited to design their own Mini Boden catalog covers using the interactive template on a dedicated website, and enter to win prizes. Each child who submitted a design was mailed a unique copy of the Mini Boden spring/summer catalog with his or her personally designed cover. The catalogs were delivered in early spring, to increase the amount of time the catalogs would stay in the house and thus drive pre-season and in-season orders.

Although the project involved a great deal of complexity, it went like a dream from start to finish. “Normally, you would expect problems with the size of files coming into the system and with the way the data is presented, but we already had all those things ironed out because we had done similar projects before,” says Regan. He notes that there were different images, languages, and fonts, that the front and back covers and spines were personalized, and that the prints had to be kept in mail sort order relevant for each country.

HP Indigo press delivers with versatility and quality

FE Burman used its HP Indigo 7600 Digital Press, taking full advantage of the press' media versatility and outstanding color printing capabilities. A standard silk-based paper was originally planned, but Regan felt that the artwork deserved better. “We ran some proofs on other papers, showed them to Boden, and they chose a lovely, bright-white uncoated paper, which was very tactile, and affordable too.”

He adds: “One of the areas we focused on was getting the most out of the color on the print, making sure the RGB colors were converted in CMYK in the best possible way using the color profiles on the press.”



FE Burman received the 12,000 cover files in two batches, printed 12 individual covers on the HP Indigo press, got immediate sign-off, and went into production. It sent the printed covers to Boden's conventional printers in the North of England and Poland, who bound them to the catalog blocks and mailed the catalogs to customers. Some blocks in each language were also kept at FE Burman, allowing it to nimbly re-print individual covers, bind them to the appropriate blocks and mail them out to replace spoiled, un-received, or inadvertently discarded catalogs.

The campaign undoubtedly succeeded in engaging customers and driving orders and, as a result, Boden expanded it to the USA and Germany.

Thriving with digital printing

HP Indigo digital printing was crucial to FE Burman's success with the Mini Boden catalog – just as it is for an increasing portion of its business. It has two HP Indigo digital presses on which it runs everything from one-off proofs to runs of 30,000 sheets, and two offset presses. It derives 60 percent of its business from digital print, up from 40 percent just three years ago. Regan says that London-based Communication Company's annual growth of 8-10 percent comes entirely from digital print.

FE Burman serves a primarily UK-based clientele of museums, galleries, publishers, creative agencies, real estate agencies, and art students. It produces books, magazine covers, catalogs, invitations, flyers, web-to-print items such as window-cards and flyers, students' end of year projects and other applications. For all its customers, big and small, FE Burman goes to great lengths to bring creative vision to life in print.

Regan credits much of the company's success to the team's willingness to go the extra mile to help creative people realize their ideas, to try new substrates on the HP Indigo presses, and to run digitally-printed proofs from early in the creative process. He sums up: “It boils down to us being willing to really challenge our HP Indigo presses. They are the backbone of our work and success.”

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