



Benson Integrated Marketing Solutions enters decoration market to drive growth

Benson Integrated Marketing Solutions is a fully-integrated marketing solutions company focusing on the real estate market. With the launch of Benson Walls, Benson is diversifying into the wall decoration market. Based in Alpharetta, Georgia, U.S.A. Benson creates marketing strategies for real estate investors, owners, operators and management companies and, through its custom online smart stores, offers customized print materials, promotional products, apparel, signs, design, Express (cross media marketing) and Walls (digital decor).



Industry sector: Wall decoration

Business name: Benson Integrated Marketing Solutions

Headquarters: Alpharetta, Georgia, U.S.A.

Testimonial from: Brian Benson, CEO

HP solution: HP Latex 3000 Printer, HP WallArt Suite

Website: bensonwalls.com



Challenge

"Benson focuses on marketing products, services and strategy which represent a significant segment of the real estate industry. By diversifying into customized wall decoration through our Benson Walls online store front, we can leverage our market expertise and, using our existing production setup, multiply our revenue opportunities."

Brian Benson, CEO, Benson



Exploiting growth in decorative applications

Benson creates marketing strategies for real estate investors, owners, operators and management companies. It offers customized print materials, promotional products, apparel, signs, design, Express and Walls. Clients can turn to Benson for all their marketing procurement needs through their own branded Smart Stores developed and maintained by Benson.

In early 2015, Benson acquired an HP Latex 3000 series printer to produce clients' short term signage, such as building wraps, temporary yard signs and windscreens. Brian Benson, CEO at Benson, describes its success in real estate marketing: "Our growth has been outstanding over the last decade, seeing double digit growth every year. Clients reward us for our ability to consistently evolve with new products and services that help them maximize their return on their real estate investments," says Benson.

Brian Benson first learned of the printed decoration market at a graphic arts event in Barcelona and was immediately convinced that wall decoration offered enormous opportunities. "Our marketing activities target only a small segment of what is a huge industry, and we are always looking at opportunities to expand and diversify. We believe the decoration market has enormous potential."

From a business perspective, Benson was confident it could sell decoration products to existing clients, but the true growth potential lay in reaching a much wider market of real estate professionals, including designers, architects, agents and even development contractors. In early 2016, using HP WallArt Suite, a cloud-based solution designed to help businesses drive growth in decorative applications, Benson launched its own online store - BensonWalls.com.

Solution

"The whole printed decoration workflow is streamlined and so simple with the HP WallArt Suite - from our store front for creating projects, the print job, and the order, through to the printed decoration on dedicated substrates that are dry off the printer and ready for shipping. Our HP Latex printer gives us color, productivity and reliability across a wide range of wallpapers and substrates."

Brian Benson, CEO, Benson



Building a solid platform to launch a wall decoration business

Using the HP WallArt Suite API, and the HP Latex 3000 series printer, Benson has been able to design an online store that seamlessly integrates with print production for its new wall decoration business. "We have developed an experience that is unique to Benson Walls. It's a true online store and much more. The technology behind the platform ensures that the workflow is streamlined so it maximizes productivity by automatically processing jobs, managing orders and speeding up delivery," Benson declares, adding, "Its scalability means that we can respond to growing demand, or add new products, and focus on finishing and shipping jobs, keeping our production costs down."

Benson explains how the solution is a perfect fit with its best business practices, underlining quality and service delivery. In addition, G7 Certification is important to the design professional. With G7 Master Certification and the Latex technology, it can produce the highest quality images. "Image quality is non-negotiable, and clients that have seen our HP Latex prints won't accept anything else. Prints are odorless, dry off the printer and do not require lamination. We not only save drying time but no outgassing time is required either, so jobs can be finished straight off the printer. Our goal is to ship 80 percent of all jobs within 24 hours so the time saved is critical," says Benson.

Benson values the versatility offered by the range of HP certified media for Latex and the ease with which color consistency is achieved, thanks to downloadable media profiles and the embedded spectrophotometer.

Result

"We have uncovered a huge market with wall decorations and our online store is already expanding our reach beyond our traditional real estate client base. We expect our turnover to be between \$500,000 and as much as \$1 million in our first year. We have completed well over 300 installs with a 99 percent customer satisfaction rate."

Brian Benson, CEO, Benson



A new chapter of growth with decorative applications

Benson Walls now has its own dedicated support team and branded storefront, with a personalized design experience. Combined with its HP Latex printer, Benson has a platform on which to bring in new customers and build its wall decoration business.

"We only launched recently and we are already seeing orders from architects and designers, which is a new market for us. The online store is an essential point of contact. It allows us to market and sell our products anywhere," says Brian Benson.

One client is currently engaged in a student housing development and Benson is designing the décor for a three-story atrium for a student activity center. Brian Benson points out that the environmental credentials of HP Latex are an important bonus. "The real estate market is highly sensitive to issues concerning material waste and recycling and some customers request Latex. We are converting all our wide format production equipment to HP Latex," explains Benson.

Benson also envisions opportunities to decorate fabrics as an inexpensive way to renovate office furniture, lamp shades, sound proofing materials, carpeted walls. There are so many ways to step out of the traditional application for décor.

"When you diversify your business, you need a partner like HP which shares all its expertise; how to create a successful product, the applications, the invaluable training, its support capabilities. It gives you greater peace of mind. We're big fans," concludes Benson.