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**Project:** Dermalogica Supports Stockists with Web-to-Print Solution

**Vertical Market:** Retail

**Business Application:** Collateral Management & Fulfillment/Personalized Sales Collateral

### Business Objectives

Dermalogica is an international skin care company that sells its products through trained skin therapists. The South African operation of Dermalogica has over 550 businesses that carry Dermalogica products. These businesses are known as 'stockists' and they need marketing collateral support.

Previously, Dermalogica's South African graphic design department received 50 to 70 calls a day with requests for custom collateral. The design department could not keep up with the demand.

Dermalogica needed a solution that would:

- Enable stockists to personalize their marketing collateral
- Give direct access to marketing collateral products
- Allow stockists to order PDFs or printed material online
- Cut down on turnaround time

### Results

- Brand consistency across all collateral
- Turnaround time from order to delivery came down from weeks to 72 hours, regardless of the location in South Africa
- Stockists pay for their collateral needs
- Dramatic decrease in workload for Dermalogica's South Africa graphic design department
- Overall streamlining of the procurement process for printed collateral



## Workflow

The South African operation of Dermalogica contracted Remata to provide an online, branded web store for its stockists. Through the marketing resource center solution that was built, stockists have direct access to over 45 marketing collateral products including flyers, brochures, newspaper advertisements, and invitations.

Dermalogica's stockists can log into the secure website, which becomes an extension of their business. They can select any of the preloaded products, add unique specifications depending on the job, and either create a PDF to be printed locally or print the job through the central print service provider. Stockists can request low volumes, as few as 50, for jobs such as flyers for select promotions.



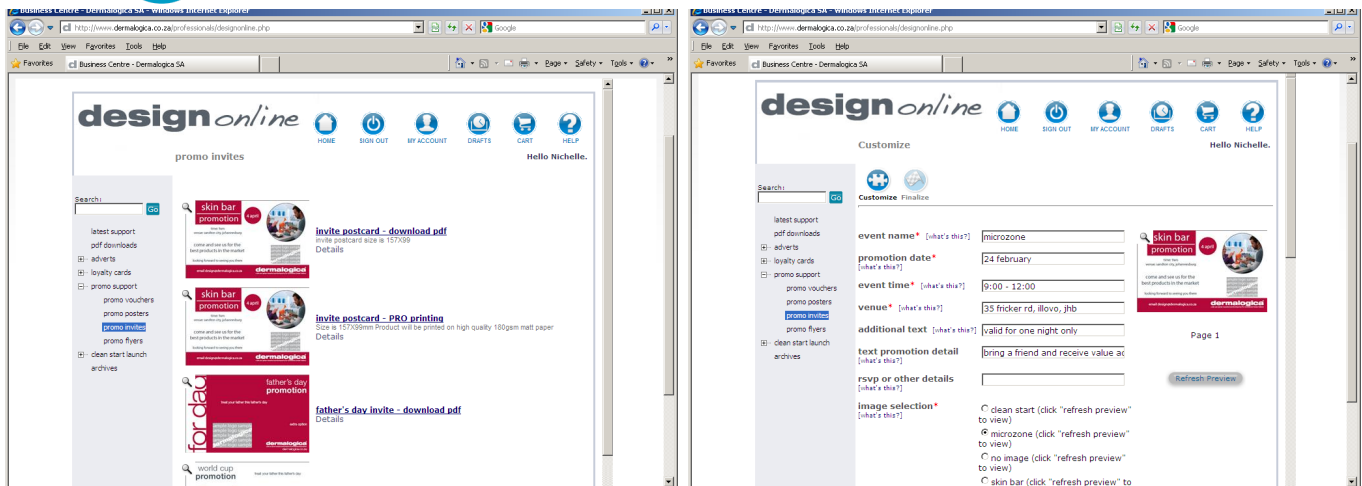
For commercially printed orders, once a proof is approved the order is automatically submitted and the stockist receives a tracking number which can be used to trace the progress of the order online. The job is automatically sent to the print service provider's job queue. Once the job is printed it is immediately delivered, at preferential rates, to the stockist via a courier service. Orders are typically received the same or next day.

Stockists pay for commercially printed jobs. During the ordering part of the process they have the opportunity to apply any coupon discounts. Payment is handled through online payment processing or electronic fund transfer to a bank account.

## User Interface

Branding is highly important to Dermalogica for both the look of the marketing resource center and the collateral products that are offered. The online web store looks like an integrated part of Dermalogica's website.

Each stockist has their own username and password for the site. The interface leads stockists through a wizard process that simplifies collateral creation for them and ensures that all necessary information is gathered. Stockists don't need specialized skills in any graphic programs that can be confounding for non-professionals. Collateral components that can be customized include colors, coupon discounts, the stockist's logo, address, and contact information.



In addition to printed materials the marketing resource center offers PDF versions of newspaper advertisements that stockists far from Dermalogica's head office can send directly to their local paper, ready for insertion. Being able to send the material from a central location ensures brand consistency which is crucial in a geographically dispersed environment.



### Driving Traffic

Training sessions have been held to familiarize stockists with the online marketing resource center. Emails have also been sent to stockists to explain how to use the site and drive traffic to it. Future training plans include an online video. An average of 80 orders a month is placed, with 30 of these being print orders. The remaining orders are PDFs for local printing. The number of print orders is increasing every month.

### Creative and Outbound Piece

The creative for all of the templates is supplied by Dermalogica's graphic designers. The web store originally launched with 34 collateral products and has since grown to 49 products.

### Reasons for Success

The online marketing resource center enables Dermalogica to help its stockists with creative material, offering them collateral that they would not have access to otherwise. This in turn can help stockists drive new business. This solution has also led to additional work for Remata as stockists place direct orders with them, outside of the collateral offered by Dermalogica.

Best practices learned from this solution are:

- **Use print-on-demand to eliminate waste and storage costs.** With the online marketing resource center, Dermalogica does not need to stockpile marketing collateral which leads to waste when materials become obsolete.
- **Let your distributors focus on their core competencies.** "The Web store removes all operational inefficiencies and simplifies the process," says Annemarie Burger, director at Remata. "Dermalogica's stockists can focus on what they need to do to satisfy their clients and their business needs instead of running between designers and printers. They get the material they want, with the detail they want, when they want it, and where they want it."
- **Use templates for efficient production.** There is no lengthy waiting period while Dermalogica interfaces with designers for each and every custom job. The stockists themselves simply enter the properties of the job into the online system and click the 'send' button.

This solution won an Honorable Mention in the Marketing Resource Center category for PODi's 2011 Best Practices Awards.



<b>Client</b>	Dermalogica SA <a href="http://www.dermalogica.co.za">www.dermalogica.co.za</a> Dermalogica is the number one choice of skin care professionals and consumers worldwide. For over 25 years, they've been dedicated to delivering skin health results through education, innovation, and professional recommendation; not through advertising, frilly packaging, promises of miracle cures, or overblown hype.
<b>Print Service Provider</b>	Remata Communications <a href="http://www.remata.co.za">www.remata.co.za</a> Remata has been involved in the world of prepress and print since its inception in the early 70's. The years of experience have helped create a unique blend of traditional and innovative digital experiences that even the most discerning print buyer appreciates and enjoys.
<b>Hardware</b>	HP Indigo 5000 and 5500
<b>Software</b>	XMPie uStore
<b>Target Audience</b>	550 Dermalogica stockists across South Africa
<b>Distribution</b>	An average of 30 print orders a month
<b>Date</b>	Solution launched June 2009