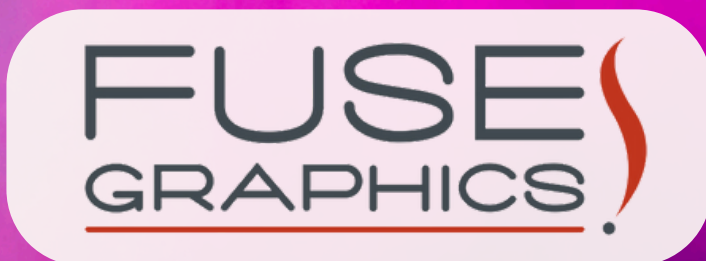


May 2024

Breathing New Life Into Digital Print Embellishment Sales

CASE STUDY:

Training Fuse Graphics on How to Sell and Market
Beyond CMYK Output on their Xerox Iridesse



Objectives:

Getting the Most Out of Digital Print Embellishments

For modern print shops, digital print embellishments can be a business differentiator — offering them a way to wow their customers while increasing revenue. But many printers are still sitting out on the opportunities digital embellishments offer, underutilizing their equipment by failing to demonstrate to their customers the exact value embellishments offer.

That's where Taktiful's eight-week Digital Print Embellishment training course comes in. An end-to-end offering, it covers sales and marketing, estimating and quoting, design and production.

When Georgia-based printer Fuse Graphics was awarded the Digital Print Embellishment training through Xerox, they weren't getting a lot of value out of their digital embellishment equipment — and had little hope Taktiful could truly reinvigorate their sales program. But they found themselves pleasantly surprised when it did exactly that.

AT A GLANCE

Challenges Overcome

- **Underutilized equipment:** Fuse wasn't getting as much as they could from their digital embellishment equipment.
- **Disengaged sales team:** Unexcited about their embellishment offerings, the sales team wasn't putting much effort into selling them.
- **Inconsistent pricing:** Without a clear pricing strategy or strong idea of market trends, pricing was inconsistent.
- **Lack of customer awareness:** Ineffective marketing meant customers were unaware of the value digital embellishments could offer.

Measurable Results

- **Stronger sales strategy:** The sales team is now more educated on their digital embellishment offerings and excited to sell them.
- **More consistent pricing:** A better idea of industry norms and market thresholds has clarified their pricing strategy.
- **Improved customer awareness:** Equipped with new marketing strategies, Fuse has increased awareness of their embellishment offerings.
- **Enhanced value:** As they start to build a culture around digital embellishments, they are beginning to see more value from their embellishment equipment.

History:

Underutilized Equipment, Unenthused Sales Team

Founded in 1988, Fuse Graphics is a Georgia-based commercial printer and marketing services provider. They offer advanced prepress, press, bindery and fulfillment solutions, with offset, digital and wide-format offerings. Embracing the newest technologies, they continue to innovate under the guidance of their leadership team, including Vice President John Carlin.

With that in mind, Fuse started offering digital embellishments as early as 2008, first through dimensional clear and gold ink printing using the Kodak Nexpress. But they've long been challenged with how to sell their embellishment offerings.

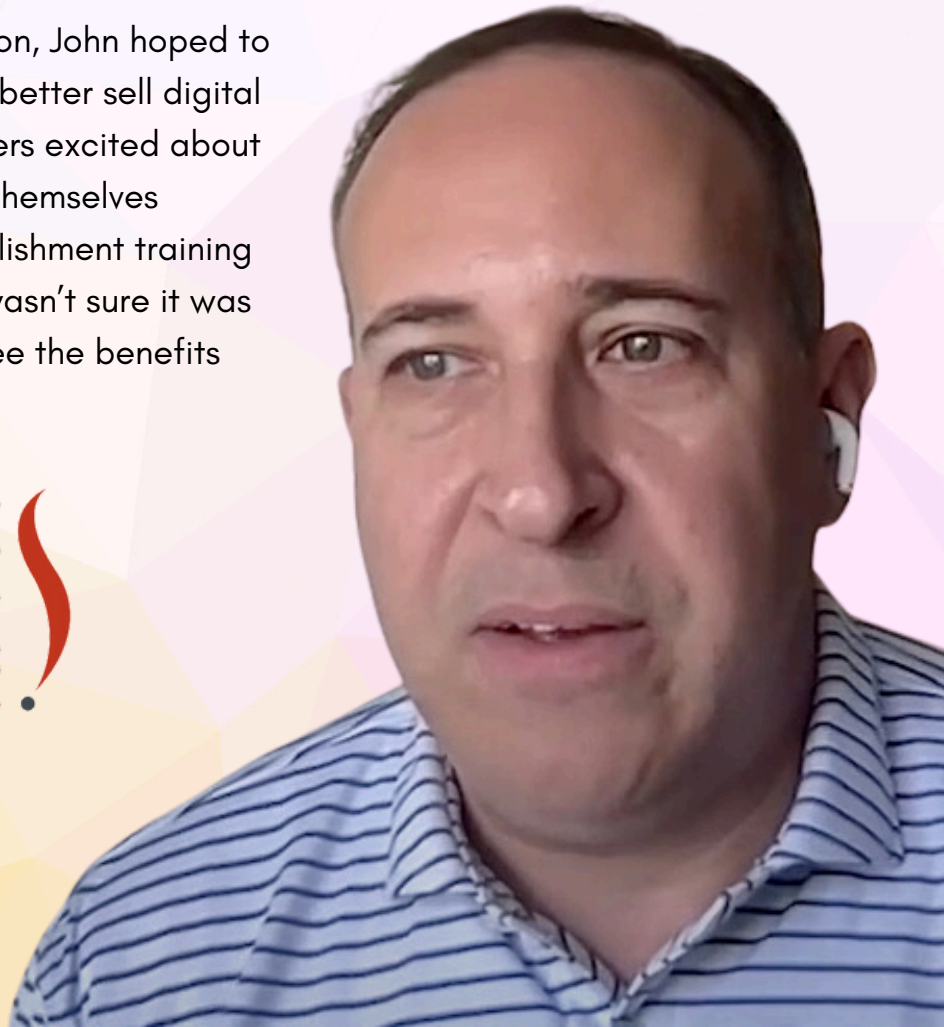
"We've been trying to sell it for a long time, and we've had some success," John says. "But it just didn't feel like the team knew how to approach people. They didn't know how to close it, didn't understand how to say, 'This does cost a little more, but we're going to get you a better return.'"

As the sales leader for the organization, John hoped to find ways to inspire his sales team to better sell digital embellishments and get their customers excited about them. Then John and his team found themselves awarded Taktiful's Digital Print Embellishment training through Xerox. And while at first he wasn't sure it was what they needed, he was quick to see the benefits once the training began.

FUSE
GRAPHICS



John Carlin
Vice President
Fuse Graphics



The Benefits of Taktiful Training

Consistent Pricing

Prior to the Taktiful training, Fuse had some problems accurately pricing embellishment jobs, which proved a challenge for selling those offerings.

"There were some things internally that the sales organization wanted – some sticking points where they were having trouble getting samples, or pricing was inconsistent from the estimator," John remembers. "We really didn't have a good idea of, 'Is this too much?' or 'Is this too little in the marketplace?' So we got some of that knowledge."

They now have a better understanding of how to estimate for a digital print embellishment job and how much the market is willing to handle. "I think that was probably one of the biggest takeaways from it," he continues. "Just that we've learned some more stuff about us internally that is going to help us be a little bit better moving forward."

Stronger Sales

In addition to better pricing their embellished print jobs, the sales team is better equipped now with the resources they need to demonstrate the effectiveness of embellished printing. That's allowed them to develop a stronger sales strategy overall.

"I think the biggest advantage is just the team's comfort level with being able to approach a client and understanding what an embellishment is and what it can do, as opposed to just going out and saying, 'Hey, you know we can put silver clear on your sheet,'" John says. "It's given them some talking points and statistics they can use that show real-world results on what adding an embellishment can do."

The next big challenge for the Fuse sales team is getting in front of the right people. That is, not just the procurement department but the marketing team that's more invested in the final quality of their print products – as well as the businesses that are going to see value in a more luxury print product. "We're coming up with a way to hone in on the people that we feel would be the best fit for it, as opposed to just every person," John says.



The Benefits of Taktiful Training

Improved Marketing

Since the training, Fuse has been able to introduce some successful marketing tactics to demonstrate the value that embellishments offer. That started with A/B testing within their clients' mailings, as a way to compare the results of print jobs with and without embellishments.

"We've said, 'Let us do your mailing. But can we do a portion of it with an embellishment — add something here or there to see if you get a better return?'" John says. "And we're doing that pro bono, believing that they're going to see better results and they're going to want to do this more."

That approach has helped them demonstrate to customers the power of embellishments. And it's not the only marketing tactic that's had a positive impact. As another part of their marketing strategy, they also put together a lookbook to leave with prospective clients. "That's been getting some real positive feedback," John says.

Culture Change

While the training has helped Fuse build more effective marketing and sales strategies, what's also changed is the way they work with customers as a whole. Instead of focusing just on selling, the sales team has taken on more of a consultative role — working with customers to educate them on the benefits of embellishments. "I think it is a little more of an intelligent sale," John says.

And that shift has gone all the way up to the highest executive level, instigating a culture change at Fuse that supports the new selling style and digital print embellishment approach.



Kevin Abergel
Founder
Taktiful

"I think the owners or principals should be involved. I know ours was when she could be there," John adds. "I think without the ownership or leadership understanding that this is a direction the company wants to move in and this is a priority, it doesn't matter."

Conclusion:

Effectively Selling Digital Embellishments

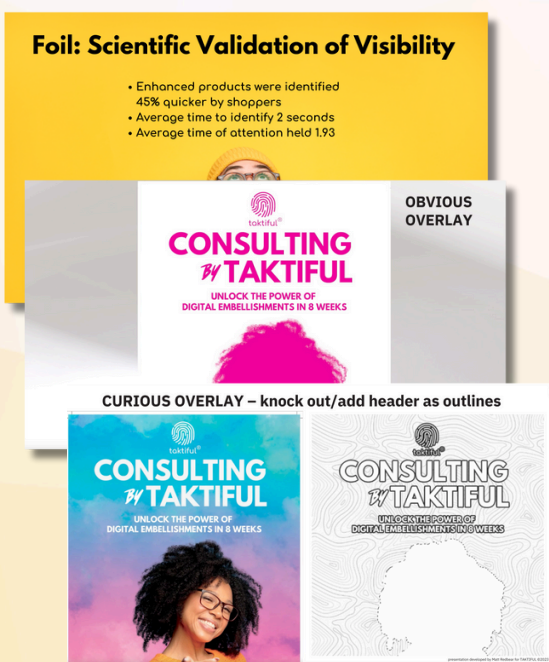
By giving them the tools they need to hone their pricing, marketing and sales strategies, Taktiful's eight-week Digital Print Embellishment training has proven a powerful enabler for Fuse Graphics. It has everyone in the company excited about their embellishment offerings – an excitement they're passing on to their customers as well.

After years of selling digital embellishments with little enthusiasm, John didn't think such a shift was even possible.

"I think I went in a little lukewarm about it, thinking is it really going to be worth all of our time?" he says. "But the program is well put together. It really was a whole different approach than just spoon feeding us information about what's working and what you're supposed to do. It was more thought provoking – I found that it really generated a lot of ideas with the team and got their wheels turning."

Today, John says he'd recommend the training to anyone in the industry. And he hopes his own team will continue to work with Taktiful, to expand their growing knowledge on how to get the most from their digital print embellishment offerings.

"The change in mindset has been remarkable," John adds. "Not only are our sales teams more engaged, but our design and production teams are too. They're experimenting with new techniques and pushing the boundaries of what we thought was possible with digital embellishments. This holistic engagement is transforming how we operate, making us not just participants but leaders in this niche market. It's a fresh, invigorating perspective that is setting us apart from competitors."



Watch the Video Interview



Fuse Graphics + Taktiful 8 week Training Case Study: Su... [Share](#)

CASE STUDY

8 WEEK DIGITAL EMBELLISHMENT
SALES TRAINING

JOHN
CARLIN
FUZE GRAPHICS

Watch on YouTube

The Taktiful logo, featuring a stylized fingerprint icon above the word "taktiful".

Scan to Watch

About the Fuse Graphics

Founded in 1988 as Complete Printing Services, Fuse Graphics offers compelling print, email and web solutions. Based out of Marietta, GA, they are committed to investing in technology that expands their business offerings.



Currently Fuse Graphics provides web to print, variable data printing and one-to-one marketing capabilities. They operate advanced prepress, press, bindery and fulfillment equipment.

Visit: fusegraphicsatlanta.com

About Taktiful Software Solutions

Taktiful connects people to brands through the science of touch. We are the digital embellishment sales and marketing specialists, who focus on helping the print industry and their customers make sexy print the obvious choice for all their print needs.



We combine the science of touch with the power of print to give you a Taktiful experience worth coming back for and show you how to use a more customer-focused sales approach which emphasizes value over price.

We help you capitalize on the fact that consumers buy packaging first and products second, and that they are willing to pay a premium for luxury packaged goods and extraordinary unboxing experiences.

Together, we'll adjust your sales and marketing approach and show you how to sell sexy print to all your customers.

Visit: taktiful.com



TRAINING *BY* **TAKTIFUL**

**UNLOCK THE POWER OF
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The Keys to Success in Embellishment

Custom Tailored One Hour Sessions with Topics Like

Introduction to Digital Print Embellishment

- Overview of digital print embellishment capabilities
- Understand the benefits of digital print embellishment for customers
- Explore the data from the 2023 Specialty Ink and Toner Study
- Explore the different types of embellishments and applications

Marketing Strategies

- Identify target markets for digital print embellishment
- Develop a marketing and branding plan to attract potential customers
- Create a sales strategy that emphasizes the value of digital print embellishment

Sales Strategies

- Refining your sales pitch and arguments
- Determine KPI's for success measurement
- What are the key applications and why
- Typical upselling ratios
- Tips and tricks to secure repeat customers

Estimating and Quoting

- Understand the cost components of digital print embellishment
- Develop an accurate estimating and quoting process
- Establish pricing strategies that are competitive and profitable

Designing for Digital Print Embellishment

- Explore design possibilities with digital print embellishment
- Understand the technical requirements for designing with embellishments
- Develop a design strategy that highlights the unique features of digital print embellishment

Interactive Workshop Sessions

- Get the whole sales team together and workshop topics like sales obstacles, marketing, and pricing
- Foster cross-functional collaboration, bringing together diverse perspectives for richer solutions.
- They offer a structured approach to problem-solving, ensuring that teams remain focused on key objectives.
- Design sprints can uncover unexpected user insights, leading to more user-centric solutions.



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taktiful

6300 N Wickham RD
Suite 130 #676
Melbourne, FL 32937
USA
+1.321.574.2296
www.taktiful.com
info@taktiful.com



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About Taktiful

Taktiful connects people to brands using the science of touch. Our consultants are digital embellishment, sales and marketing specialists, who focus on helping the print industry and their customers make sexy print and universal design the obvious choice for customers and brands. We combine the science of touch with the power of print to give you a taktiful experience worth coming back for. Let us show you how to design, market, and sell sexy print to all your customers.

#SexyPrint #GetTaktified #Print