

Phase Print empowers £700k of client creativity

Phase Print has revealed that its latest piece of creative genius has resulted in its client generating more than £700,000 of additional sales.



Phase Print's Sales Manager David Corthorn is a firm believer in challenging his clients to be more creative

"Our mission is to showcase the power of print and how the latest technology can empower our client's campaigns to make an ever-greater impact with their customer-base," explains David Corthorn, Sales Manager of Phase Print.

Indeed, after one of its key clients came to them for a renewal of a standard brochure, Phase Print's creative team developed an

alternative for them that involved a pop-up mailer that jumps out of the envelope as it is opened.

The client spend increased from £1,000 to £6,000 a month and in the first few weeks alone they saw £323,000 in verified additional sales due to the mailer, climbing up now to £700,000 and counting.

Phase Print has also been investing to ensure it can remain nimble for the long-term, and as such a new attaching line for print codes, which is verified with high resolution cameras, has just been brought online. This adds to a tipping-on machine for its card work and bringing foil blocking in house.

David continues: *"We have created six innovative engaging platforms that we have spent a lot of research and develop time on. Each works to stimulate engagement through the senses, it makes a human connection with the recipient that works to engender a positive response and increase the chance of a call to action working."*

"We design, print and manufacture, personalise, code, verify, fulfil and mail the job. Lots of different components we can do as a one stop shop, meaning the client doesn't need to go to four suppliers. That, and our ability to take on the weird and wonderful, is where we are strongest."

With 40 percent of its business done with the trade, find out how Phase can empower your creativity:
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