



The Orders Keep Coming While CTP Digital Watch Their Print Volumes Grow

How Web-to-Print transformed a print business into a communications partner

Learn how CTP Digital launched online ecommerce print stores with XMPie StoreFlow to grow their business and better serve their customers.

AT A GLANCE

XMPie Customer
[CTP Digital](#)
ctpdigital.com

The Challenge

To integrate a Web-to-Print workflow into the business in order to evolve, diversify, and win new projects from both existing and new clients.

The Solution

XMPie's StoreFlow - an all-in-one Web-to-Print software solution for creating and managing online stores and marketing portals.

The Results

- Printing 3-4 times the amount of volume as previously
- Diversifying their work and print capabilities
- Trusted to perform more of a consultative role to offer the best avenues to market their client's brands
- Reduced overhead costs

Background

CTP Digital is a UK print service provider specializing in the design, printing and production of high quality corporate and marketing literature as well as online communications.

Founded in 1999 by Jay Mustafa and Kostas Chrysandrea, the business has grown from its humble beginnings as a local small design and print shop, when Jay and Kostas would knock on doors to get new design print jobs. Fast forward nine years to when they installed their first large digital printer, and they were managing a solid and profitable print service.

By 2014 CTP Digital was doing a lot of trade work for the local community and had grown the business to include ten staff members including four with digital design backgrounds. The company was trusted to do larger print campaigns but somehow were not getting the day-to-day print material such as business cards, stationery, standard point-of-sale materials, etc. It came to the point where work was coming up for tender but CTP Digital was losing out because they didn't yet have an ecommerce Web-to-Print system installed. Jay came to realize that without such a system there was nothing to distinguish CTP Digital from the competition and there was no way for his business to grow even further.



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Challenge

Jay's challenge was to find a robust Web-to-print solution so that his clients could open their marketing portals to visitors 24/7. His company needed this software in order to evolve, diversify, win new projects from both existing and new

clients and survive in this new era for print providers. Jay needed to prove to his clients that CTP Digital was the print provider to turn to for all print communications – and especially when brands needed print on demand.

Solution

At the beginning of 2014 Jay installed StoreFlow from XMPie even before they had any customers and began to learn the new system. StoreFlow is a fully-featured ecommerce solution with prepress automation that supports variable documents, static products, and user-submitted Microsoft Word, PowerPoint and Adobe PDF documents. Jay was trained to use the software by an XMPie support team member: *“It was quite daunting at first and I worried that we’d bitten off more than we could chew - but it quickly became clear that it’s a very easy system,”* commented Jay.

Four months after installation they won the tender for their first Web-to-Print customer, Westmill Foods which is one of the largest flour, rice, spice, sauce, edible oil, and noodle suppliers to the UK and European ethnic wholesaler market, food service, industrial sectors and the grocery supermarkets. Westmill Foods gave Jay just 3 months to build its online print ordering store and get ready for production.



When it was ready, the Westmill Foods site opened to over 150 registered users and has enabled Westmill Foods to print all their brand collateral on demand. Each user can either order a ready-made template or customize documents according to their specific needs and submit their order to be printed straight away. The sales team are on the road, meeting directly with buyers and using their tablets to access the site. There is a very diverse selection of over 580 products including point-of-sale displays, pull-up banners, bus-stop adverts, and much, much more.

“Because of the work we’ve done for a big brand like Westmill Foods, our other prospects are sitting up and taking note.”

Kostas Chrysandrea, Co-Founder of CTP Digital

The simplicity of StoreFlow has meant that Jay's time has been freed up to secure new clients, including the nationwide restaurant & bar chain *Barrio Bars*, multi award winning Italian food distributors *DiSotto Foods* and one of Europe's leading casino companies *Caesars Entertainment*.



This is the future for us small printers, there's no question. XMPie has completely transformed the way we do business and we're not even touching the cross media side of things yet. This is the way forward.

Jay Mustafa, Founder of CTP Digital



RESULTS

CTP Digital is now:

- Printing 3-4 times the amount of volume as previously
- Diversifying their work and print capabilities
- Trusted to perform more of a consultative role to offer the best avenues to market their client's brands
- Enjoying reduced overhead costs

Critical Success Factors

1. The strong partnership and integration between XMPie and Xerox gave confidence to both CTP Digital and their clients that they would succeed.
2. CTP's decision to take the calculated risk and delve into new technologies was a key factor in the process.

Lessons Learned

1. By offering value added services beyond just print, CTP Digital became much more relevant to their clients with new conversations and opportunities on the horizon.
2. Succeed breeds success. Succeeding with one large customer can be a great way to generate new business with other brands.