

Behind every brilliant idea is the **process.**

# process

## That's Haute!

PAPER + COLOR = EYE-POPPING DESIGN



Summer 10



### PAPER DOLLS

Denver Paper Fashion Show shreds the competition

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*Prisma Graphic on the forefront of integrating print and marketing*





# prisma graphic: taking **marketing integration** to a new level

PHOTOGRAPHY: CHRIS LOOMIS

Prisma's dokshop is transforming the way company brands like W Hotels, University of Phoenix and Petsmart manage their marketing efforts

**I**t all started 30 years ago, when Prisma Graphic began as a small Phoenix-based boutique print shop that catered to the imaginations of advertising and creative agencies throughout the Southwest.

In 2000, Bob Anderson took ownership of the company, which had 30 employees and approximately \$1 million in sales. Fast forward to 2010 and the company has grown exponentially to 130 employees housed in an 82,000-square-foot facility. Oh, and it just posted over \$24 million in sales.

There should be no surprise that Prisma Graphic has experienced massive growth over its history, particularly under the leadership of Anderson, who has maintained the company's commitment to innovation, increased its focus on the needs of its clients, and developed a business model geared towards constant change. Anderson and his team have transformed Prisma from a traditional commercial printer into a marketing supply chain provider, offering a host of products and services for their clients to efficiently operate in today's competitive markets.

## Print

Recognizing the need for clients to create and execute consistent branded marketing campaigns, while maintaining costs and maximizing returns, Prisma offers traditional and variable print, along with digital distributions that best promote their clients' overall business growth.

"I was recently asked to print and mail 350,000 16-page stitched catalogs—an order most printers would accept with no questions asked. After learning more about past response, I suggested we e-blast the 20 percent who have traditionally responded

*“...almost 35% of [Prisma’s] business today is outside of traditional print...”*



Bob Anderson – president

*“I’m proud to say we are a very different kind of partner.”*

online and divert that budget to a possible follow-up direct mailer. And this was after offering a more economical pasted catalog option. You can imagine the look of surprise from the client,” says Anderson. “I’m proud to say we are a very different kind of partner.”

In 2001, Prisma developed an online product called dokshop, which is utilized by almost 200 of its current clients. According to Tim Bateman, Prisma’s vice president of sales, dokshop provides clients an easy way to control their brand, print or fulfill on-demand, build custom HTML or PDF files for electronic distribution, cost account, manage inventory and deliver marketing assets worldwide.

Leading the industry in innovation, Prisma Graphic plans to build upon its existing products and services, using new technologies and online capabilities that

better support its clients’ marketing objectives. Prisma envisions a future of providing highly targeted acquisition lists and using a mix of media to deliver content based on consumer preference. These programs will include online data collection sites with full database management and complete reporting capabilities, ultimately helping clients build brand loyalty.

### Services

While the company’s roots are as a leading commercial printer, customer-voted No. 1 in *Ranking Arizona* for the past three years, Prisma Graphic has greatly expanded its service offering over the last decade. Through dokshop, the company currently manages close to 200 B2B online storefronts,

supporting 40,000 worldwide users and takes roughly 6,400 line-item orders per month. Orders range from traditional print and fulfillment, to one-to-one products (mailers, HTML and advertisements) to third-party, “just-in-time” products through a national network of print providers.

A good example can be illustrated through Prisma’s long-standing relationship with Starwood Hotels & Resorts Worldwide Inc., who own, operate or franchise thousands of hotels including Aloft, St. Regis and W Hotel brands, to name a few.

Prisma’s dokshop system provides corporate marketing with an easy way to post and manage current front office, in-room and marketing materials for the individual properties to utilize. This



Michelle from W Hotels looking over collateral with Prisma Reps





## DOKSHOP: How It Works

- 1 SECURE**  
log in through a corporate intranet or customized landing page.
- 2 SELECT**  
products ranging from business cards to more complex marketing materials.
- 3 LOCALIZE**  
message using branded templates, image libraries and upload function.
- 4 SUBMIT**  
order choosing a delivery method of print, electronic or third party.

process allows corporate to control their global brands, while each location can localize the message and receive materials much faster and more economically than in a traditional model. The system also provides complete transparency for corporate accounting to monitor spending all the way down to any product by location.

### Technology

"The dokshop system, which started as a simple business card ordering site nine years ago, is now the foundation of our service offering and will continue to evolve to support our clients," says Rob Steele, Prisma's marketing and e-commerce director. "Technology has become so important Prisma now has almost as many programmers as pressman."

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Due to the success of dokshop, Prisma recently created and launched a web-to-print site called Print Power to fulfill the needs of the design community. Print Power is an easy-to-use solution ideal for small- to medium-sized print projects requiring "designer-quality" for competitive online prices. Although the website is fairly new, Prisma is committed to developing the site completely based on client input and product demand.

### Beyond Print

Prisma Graphic embraces all the latest promotional technologies, working closely with clients to create programs that satisfy their marketing needs, regardless if print is included. In fact, almost 35 percent of their business today is outside of traditional print and they expect the trend to continue as more and more integrated services are added.

Prisma currently works with Big Idea Marketing Inc., a creative agency based in Southern California. Big Idea develops national marketing campaigns for a number of multi-chain, fast-casual restaurants like Lone Star Steakhouse and Marie Callendar's. They enlist the technology of Prisma's dokshop to deliver those campaigns. Every individual restaurant owner or franchisee has 24/7 online access to pre-approved templates to customize and promote business on a local level.

Whether they are in need of a small print run for a local promotion, a variable electronic file to e-blast out, the creation of custom barcode products to measure a customer loyalty program, or simple inventory management, fulfillment and distribution, dokshop does it all.

With most companies closely examining every marketing dollar they spend, Prisma believes it must continue to develop solutions that demonstrate the highest return-on-investment.

"Diversifying our service not only allows our business to grow," explains Bateman, "it allows us to best serve the needs of our clients."

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## SEE FOR YOURSELF



Scan QR code to see how dokshop is being used in the hospitality industry. You can also view the video at [prismagraphic.com/hospitality](http://prismagraphic.com/hospitality).

### Prisma Graphic Services

- Dokshop.com
- Printpower.com
- Data analytics
- Acquisition lists
- Online data collection
- Mobile messaging
- Variable data printing (VDP)
- E-blast management
- Design support
- Web and sheetfed printing
- Full bindery
- Fulfillment
- In-house mailing

**Hey, there. Like what you're seeing?**

Hope so, because what you're holding in your hands is the professional work of the printer featured on this spread. Collaboration. It's a wonderful thing.