



**PRINT STRATEGY  
EUROPE**

## Print Fulfilment is Winning Strategy

For printing specialist Print Strategy Europe, working with high-profile brands means there is no room for errors. So, when issues with fulfilment started to arise they moved fast to find an alternative option.

The solution was Parcelhub, the UK's leading print fulfilment provider, which allows customers real-time tracking and remote access to systems via an online portal, providing complete transparency and traceability.

With services ranging from coordinating entire seasonal campaigns to creating one-off promotions, Print Strategy Europe sends out thousands of pieces of printed material to its customers every week. And as Head of Procurement Guy Barker explained, this requires careful management and a quick turnaround.

"Depending on the client and the job we may need as many as 30 items shipping to 60 to 100 stores or a bulk order of up to 50,000 items despatching to a single address for the recipient to distribute themselves.

"Being able to keep track of the deliveries is really important. If materials are delayed, it could mean that an in-store promotion can't be installed – having an enormous knock-on effect on the retailer. Parcelhub's software automatically flags any delivery issues, so we're aware and can investigate them before they escalate further."

Parcelhub's relationship with Print Strategy Europe has developed over the last twelve months and they now work together in different ways, depending on the customer. Print jobs are delivered directly from the printer for picking, packing and distribution to a specified brief according to a supplied allocation list and stock of various items such as leaflets, stationery and sample products are also held in the Parcelhub warehouse ready for regular call-off and despatch by courier services. Orders received by midday are sent out on the same day.

Mark Rosenberg, managing director at Parcelhub, said, "Our advanced IT means we can give customers real-time access to our stock management and parcel tracking systems. They can see what is going on behind the scenes and have confidence that we are delivering on our promises. For Print Strategy Europe in particular it means they can see what stock is available, arrange to replenish where necessary and as a result be sure that the call-offs they send through will be fulfilled."

**“We pride ourselves on the customer service we provide, and we can only do this if our partners deliver at the same level. We have been impressed with the quality and attention to detail that Parcelhub delivers but also with their systems and procedures that really make communicating quick and easy.”**  
**Guy Barker, Head of Procurement, Print Strategy Europe**

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